

# Marketing & Communications Department



## Mission:

The Chattanooga State Marketing & Communications Department's chief responsibility is to assist the recruitment and retention efforts of the College. This is done by aggressively promoting Chattanooga State's programs, services and exemplary faculty and staff, in a variety of creative, innovative ways.

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## Services:

**ALL SERVICES REQUIRE A WORK ORDER\*** to be submitted electronically along with any copy or images needed to complete the job. On an average, most jobs require a minimum of two weeks to complete; from submission - to design or document - to proof - to print or posting.

*\* **NO** request for Marketing Services will begin without a detailed work order approved by your department Vice President. This must be accompanied by an attachment that has **ALL** of the content approved by the Dean, Vice President or the President. Marketing **WILL NOT** assume responsibility for requests that do not have this approval.*

### Advertising

- Ads must be approved by Marketing and Communications.
- Ads are generally used to aid recruitment efforts and special programs of the College.
- Ads require an EEO statement to ensure legality.
- **Required design/proof time: 2-3 weeks prior to deadline**

### Business Cards

- In general, Chattanooga State business cards will be issued to faculty, administration, and professional staff employees.
- Clerical support staff personnel may request cards if approved by their vice president.
- Business card request forms require routing to your dean or vice president and human resources before they are designed in Marketing.
- **Required design/proof time: 1 week**

### Class Schedule and College Catalog

- The schedule of credit classes and college catalog is no longer printed but can be found online. These two publications are maintained and updated jointly by Computer Services and Marketing.
- The Continuing Education schedule of classes is designed in Marketing, printed/mailed for distribution and posted online.



## Design Services

- All printed material and Web graphics are designed in Marketing, including:
  - Brochures / booklets / handbooks / viewbooks
  - Flyers / table cards / bookmarks
  - Posters / banners / billboards / logos
  - Signage / business cards / forms
  - Web banners / Web pages
- All printed materials designed for distribution purposes MUST include an EEO statement and publication number generated by the Marketing staff for legal purposes / TBR mandated.
- Print materials are generally used to aid recruitment and retention related efforts.
- Graphic standards to promote the quality and consistency of college publications are enforced.
- **Required design/proof time: 2-5 weeks**

## Joes



- The Marketing team's in-house  brand has proven to be a highly effective, award-winning campaign used to showcase Chattanooga State.
- ChattState Joes star in the College's radio and television spots, print ads, Web banners, billboards and special events.
- As part-time contract employees of the College, Joes are available to help at events and provide a positive image of the College on campus and in the community.
- **Required scheduling time: 2 weeks**

## Letterhead and Envelopes

- All departments and personnel are expected to use approved College letterhead and envelopes for official correspondence.
- Exceptions to this rule **MUST** be approved by the College president.
- Letterhead and envelopes may be purchased in the print shop.

## Logos

- The Chattanooga State logo, seal and other logos are designed in Marketing.
- The logo is Copyrighted and may not be altered in any way.
  - The logo is available in ai, jpg, eps, and pdf formats.
  - The logo was designed for various uses in CMYK, Pantone Colors and Black.
- Special logos for programs, campus organizations or clubs may be requested via a work order.
- **Required design/proof time: 2-4 weeks**

## Media Bank

- Marketing and Communications provides and maintains electronic versions of material for use by the campus and community. The following items are available on the Web site:
  - Chattanooga State Logo
  - Chattanooga State Buildings
  - Chattanooga State Athletics Photos
  - Chattanooga State Seal
  - Dr. Catanzaro Photos
  - Joe Commercial
  - Virtual Campus Video





Find us on  
**facebook.**

**facebook.com/chattstate**

**Clubs, host your own  
Facebook page!**  
*Please contact Marketing  
@ 697-2451 before you start.*



**youtube.com/user/  
chattstatemarketing**

### News Releases and Public Service Announcements

- The coordinator of Marketing and Communications prepares and distributes news releases to local news media.
  - Local media may include newspapers, online news services, radio and television.
- New programs and newsworthy items may be promoted by special arrangement with local media.
- **Required writing/proof time: 2-3 weeks**

### People Finder (PF)

- Due to rising costs, the printed version of the campus phone directory evolved into an electronic one.
- Employees may update their own information with the exception of Usernames, Passwords, Titles, Divisions and Departments, which must be added by the PF administrator in Marketing & Communications.
  - Titles are supplied by Human Resources.
- Photos of employees are strongly encouraged to help other employees, students and community members locate campus personnel.
  - Photos are taken by appointment only.
- **Required time: 2 days to 1 week**

### Photography

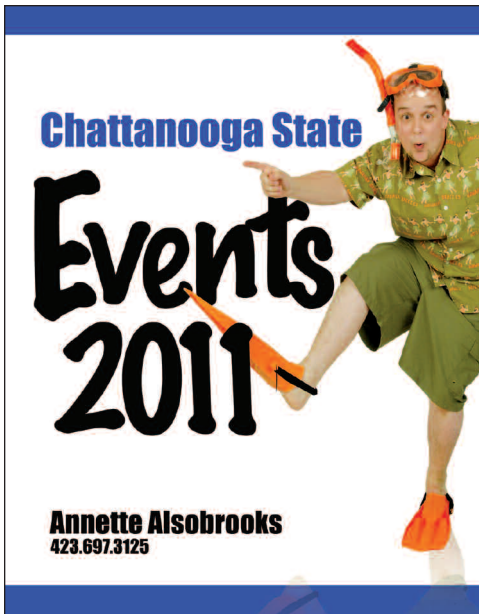
- Maintaining a pictorial history of the college is a function of the Marketing and Communication department.
- Campus / student photos also are used to promote the College in printed publications and on the Web site.
- People Finder photos may be scheduled anytime by appointment in the Marketing office.
- Classroom, program or activity photos require advance scheduling.
- **Required scheduling time for photos: 2-4 weeks**

### Promotional Items

- Marketing and Communications has a limited number of inexpensive items for giveaways at events.
- Promotional items containing the College logo include pens, pencils, Frisbees, water bottles, etc.
- Promotional items for special events may be requested with advance notice. Budgeting for these items must be discussed with the director of Marketing and Communications.
- **Required design/proof/shipping time: 4-5 weeks**

### Social Networking

- Marketing and Communications promotes the College most commonly on Facebook, YouTube and the Web site.
- Requests to publicize events, meetings, photos, etc., must be submitted by work order.
- All College-related social media accounts must be approved by Marketing.
- **Required time to post: 2 days to 1 week**



## Special Events

- The coordinator of Special Events & Publications will provide assistance in planning your successful special event.
- Factors to consider:
  - Your budget for the event
  - Food at event
  - Photography
  - Design
  - Promote event on electronic sign, Web site, digital billboards, posters or flyers
  - Directional signage
  - Printed invitations or E-vites
  - Banners
  - Promotional item
  - Gift bags for speakers or VIPs
- **Required scheduling time for events: 4-8 weeks**

## Videos

- Marketing and Communications can help departments promote their programs or events by shooting and editing videos for electronic placement.
- **Required scheduling/placement time: 2-4 weeks**



## Web Site: [www.chattanoogaastate.edu](http://www.chattanoogaastate.edu)

- The College's Web site is a marketing tool for prospective students, Tigerweb is more of an informational resource for current students and faculty.
- The coordinator of Web Services authorizes requests and assures that posts are completed as requested.
- Each department has a Web liaison, known as a CMS (content management system user), who is the subject expert for their area and maintains that area's Web page.
- **Required completion time: 2 weeks**

**Contact any Marketing and Communications staff member at 697-3114 CBIH-221**

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