



Marketing Made Easy

Marketing and Communication Office
August 2023

Meet the Team



Uyen "Yen" Mai
Director, Marketing



Jill Dolan
Director, Public Affairs



John Lewallen
Graphic Design Coord



Linda Lundgren
Graphic Designer



Robert Bledsoe
Communication Spec.



Greg MacDonald
Multimedia Coordinator



Cynthia Orr
Admin Specialist III



Adriana Jimenez
Admin Specialist I

Marketing and Communication

ONLINE

www.mtsac.edu/marketing

IN PERSON

Building 4-2425



COMMUNICATION



Communication – News and Photos

- Share your IMPORTANT event, program info or successes and we spread the news:
 - Video Productions
 - Photography
 - Newsroom
- What we do and what we don't
- Pitch it: rbledsoe2@mtsac.edu



Video Productions / Commercials



Video Productions / Commercials

- The Commencement video so far has:
- 59,000 Views on YouTube
- 12,500 People who watched clicked to our website
- Of those, 524 have went to fill out the online application
- Plus, it has 5,700 Views on Instagram

Video Productions / Commercials



- Commercials run on YouTube and other Google channels
- Have millions of views
- Brings tens of thousands to website
- Send thousands to fill out application

Communication - Postings

- We also spread information through postings that appear across campus:
 - Social Media
 - Corner Marquee
 - [Master Calendar](#)
- Use the [Posting Request Form](#)



Communication – Social Media



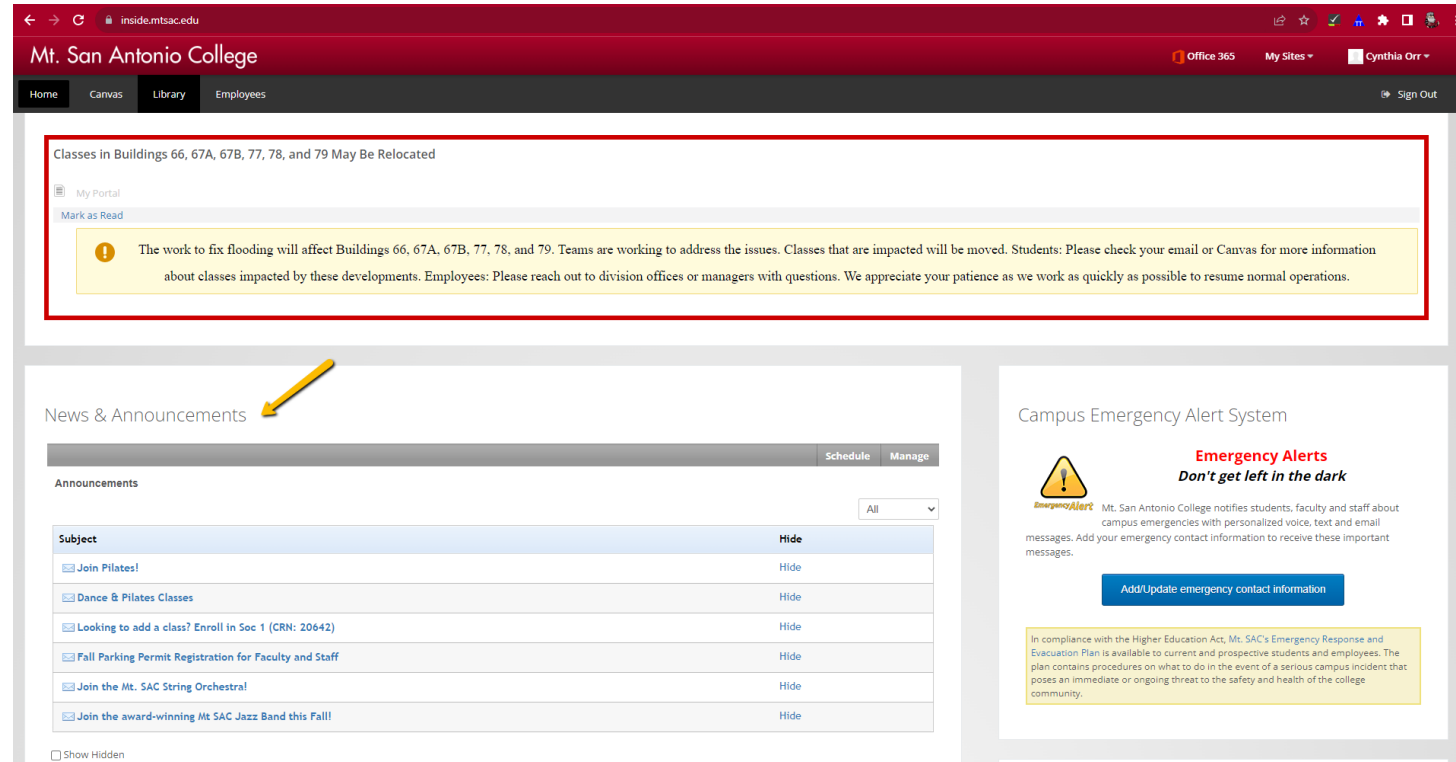
- Get social media training in order for you to create your own Mt. SAC approved Social Media account

Communication – Listserv

- Listserv- Who gets the message?
 - Email announcements through the listserv only go to **campus employees**
- To send a campus announcement follow these steps:
 1. Create an email (recommended no attachment)
 - You can embed an image into the body of the email in lieu of an attachment
 2. Be sure that the email is accessible (alt text for images)
 3. Address the email to Announce-C@listserv.mtsac.edu

Communication – Listserv and Portal Postings

- Portal Postings- Who gets the message?
 - Students (choose audience)
 - Web Team: Building Monitors and Portal Postings
 - Requests can be made on the marketing site under posting information
- Athletics: Sports Information
- Follow your department procedures

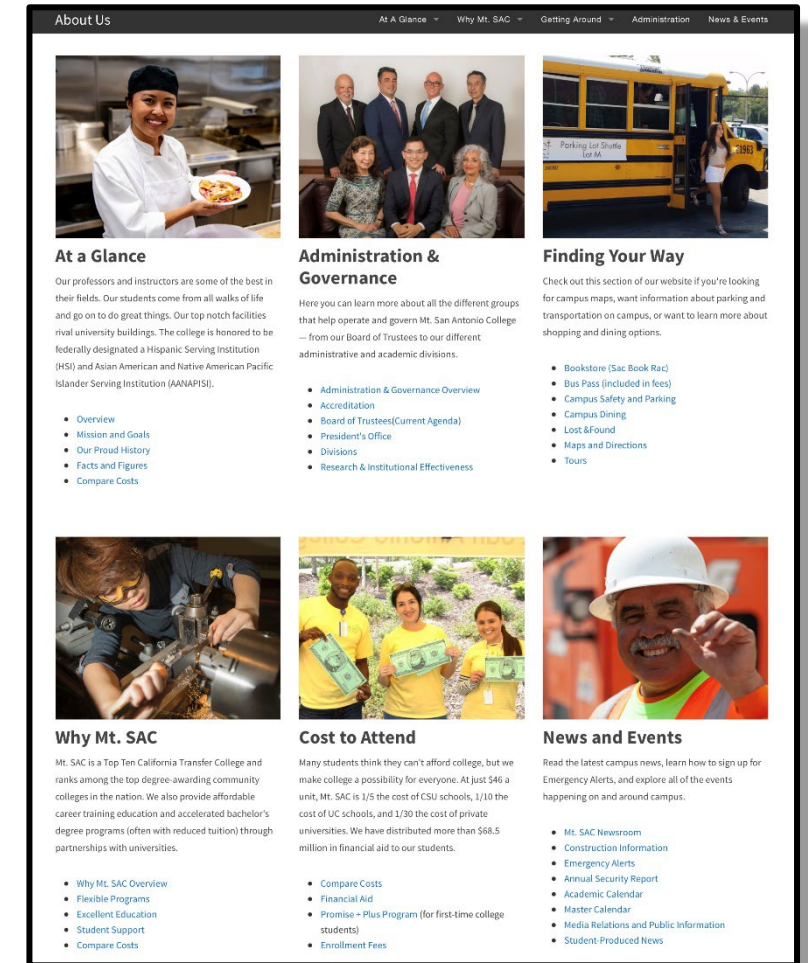


The screenshot shows the internal portal of Mt. San Antonio College. At the top, there's a navigation bar with links to Home, Canvas, Library, and Employees. A user is logged in as Cynthia Orr. A prominent yellow notification box at the top states: "Classes in Buildings 66, 67A, 67B, 77, 78, and 79 May Be Relocated. The work to fix flooding will affect Buildings 66, 67A, 67B, 77, 78, and 79. Teams are working to address the issues. Classes that are impacted will be moved. Students: Please check your email or Canvas for more information about classes impacted by these developments. Employees: Please reach out to division offices or managers with questions. We appreciate your patience as we work as quickly as possible to resume normal operations." Below this, the "News & Announcements" section is highlighted with a yellow arrow. It contains a table of announcements with columns for Subject and Hide. The announcements include: "Join Pilates!", "Dance & Pilates Classes", "Looking to add a class? Enroll in Soc 1 (CRN: 20642)", "Fall Parking Permit Registration for Faculty and Staff", "Join the Mt. SAC String Orchestra!", and "Join the award-winning Mt SAC Jazz Band this Fall!". To the right, there's a "Campus Emergency Alert System" section with a warning icon and text: "Emergency Alerts Don't get left in the dark. Mt. San Antonio College notifies students, faculty and staff about campus emergencies with personalized voice, text and email messages. Add your emergency contact information to receive these important messages." A button "Add/Update emergency contact information" is visible. At the bottom of the emergency alert section, there's a note about the Higher Education Act and the college's Emergency Response and Evacuation Plan.

Subject	Hide
Join Pilates!	Hide
Dance & Pilates Classes	Hide
Looking to add a class? Enroll in Soc 1 (CRN: 20642)	Hide
Fall Parking Permit Registration for Faculty and Staff	Hide
Join the Mt. SAC String Orchestra!	Hide
Join the award-winning Mt SAC Jazz Band this Fall!	Hide

Communication – Website Help

- Clean up your introductory text
- Provide fresh images to spruce up the page
- Link to other webpages, if needed
- Add keywords helpful for search engines
- Add a call to action



GRAPHIC DESIGN

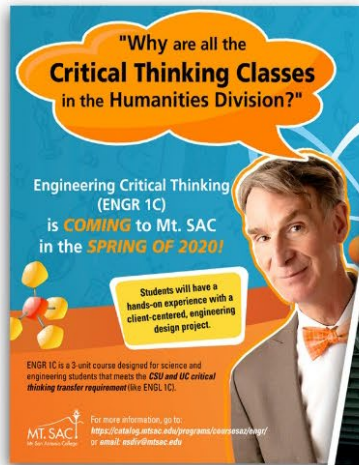


Creative and Graphic Design

- Flyers and Posters
- Brochures (Slim Jims)
- Event Programs
- Promotional Materials
- And more!

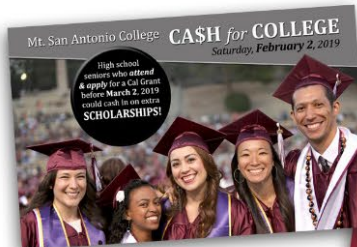
Fliers

Letter size
(8.5" x 11")
1 or 2 sided



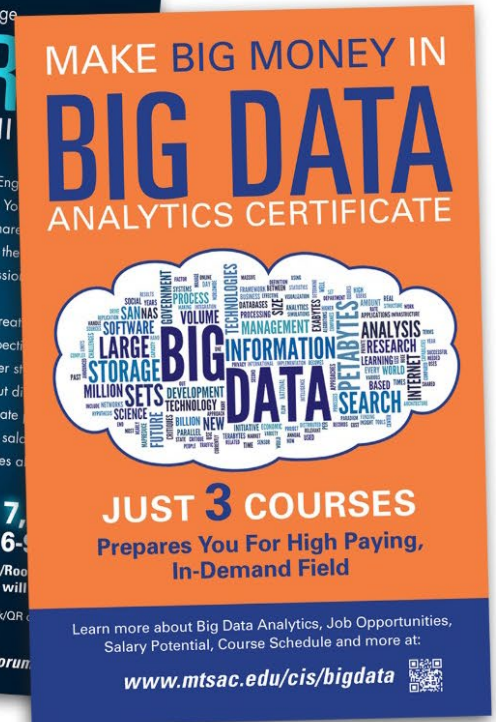
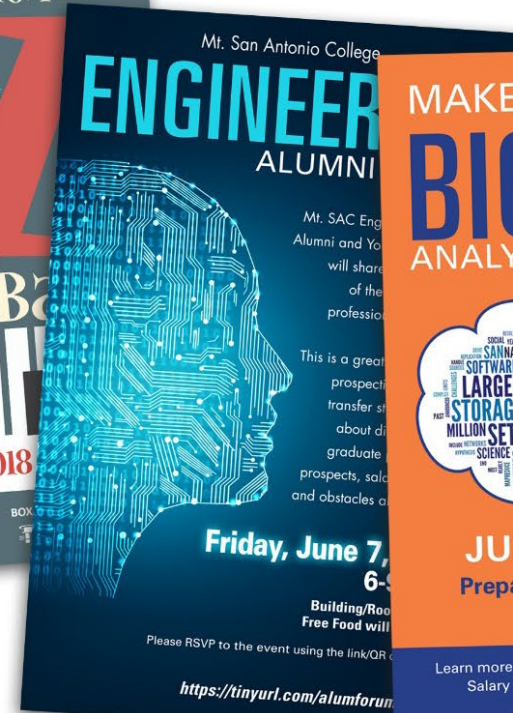
Mini-Fliers or Postcards

1 or 2 sided



Posters

Tabloid Size (11" x 17") 1 sided



Sample brochures



Event Programs



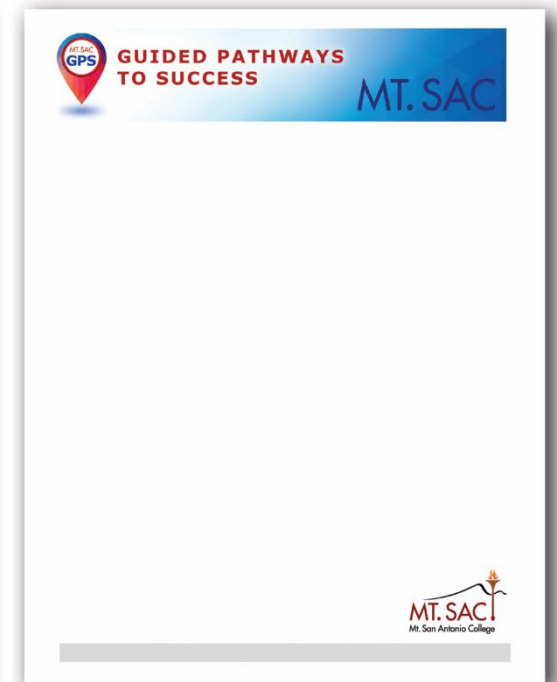
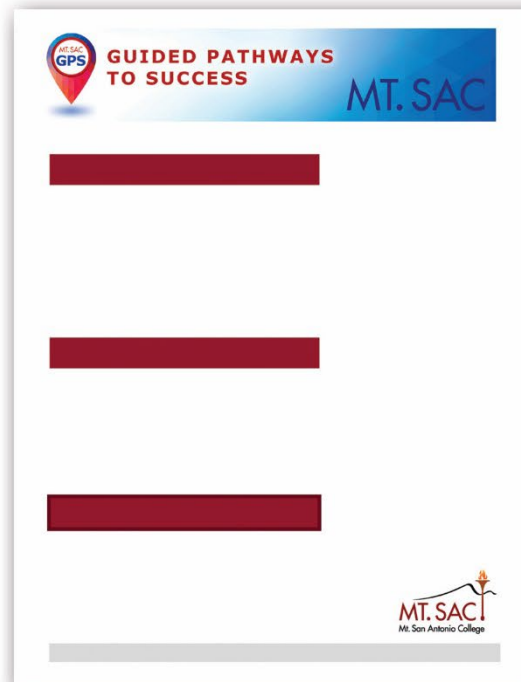
Promotional Set of Materials

International Students Center



Design Templates

Guided Pathways
Templates for
Multiple Use



Process for Graphic Design

- Give us plenty of notice!
- Online Form (www.mtsac.edu/marketing)
- Discussion with the assigned Graphic Designer
- Deliver us Clean Content for editing
 - Should be vetted and approved by your manager; no surprises!
- Content is designed
- Campus partner review and approval
- One round of edits
- Printing and delivery

Keys to Success in Graphic Design

- Being focused on your personal taste vs. the AUDIENCE'S NEEDS
- Be prepared for discussions with designers on the overall goals and needs of the project
- We are branding your event/program – keep the look
- Rich details = aligned graphics
- Always include your decision maker in discussions and strategy
- Know your printing/supplies budget
- Provide ALL feedback during the review period
- Clear timeline and deadlines

Institutional Logo and Seal Rules

- Your materials are Icons/Artwork; they don't replace the Logo
- Always use the College Logo; Seal use must have approval
- Never adjust the College Logo or Seal



EVENTS



Supporting Your Events

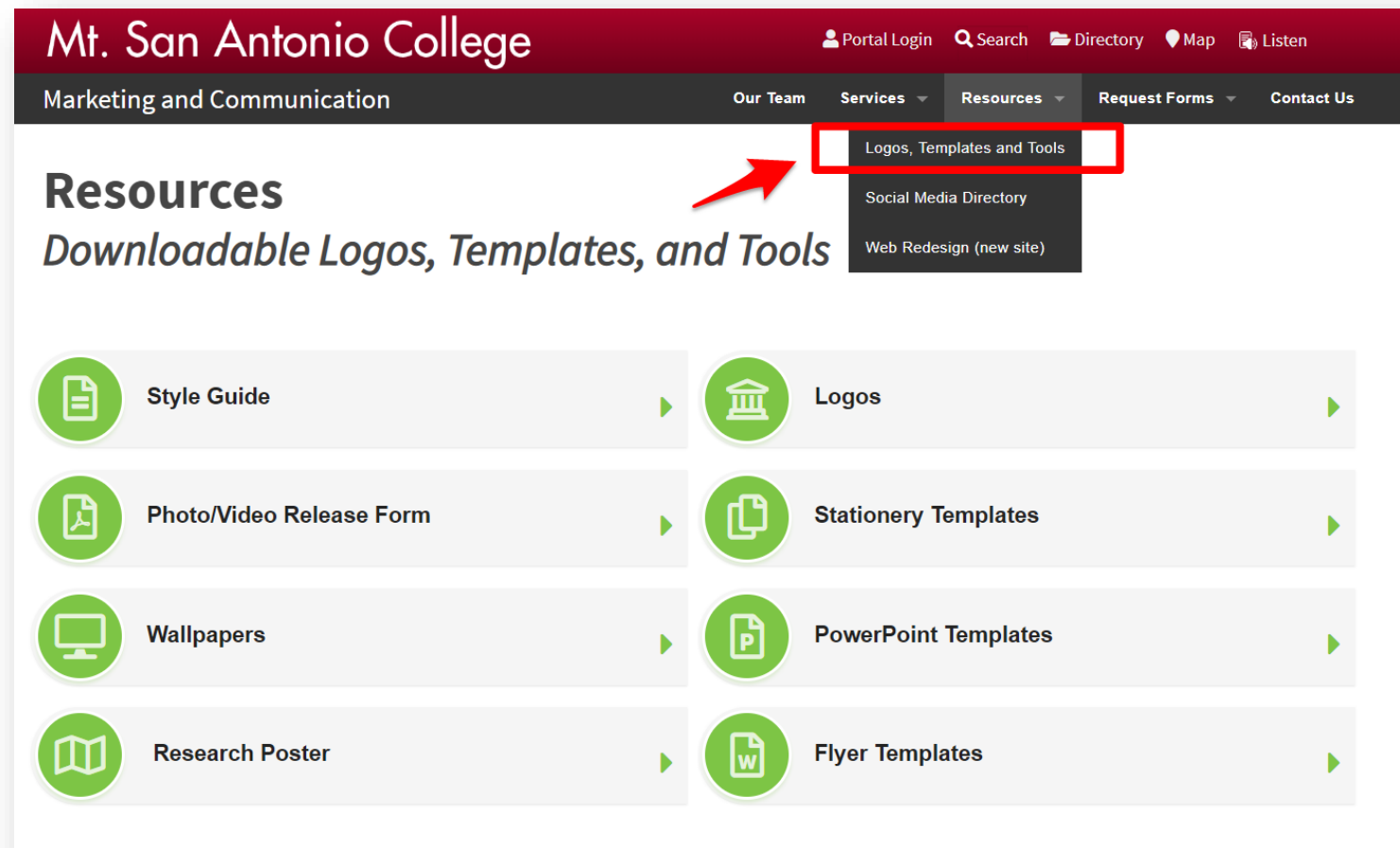
- Check out event materials from our website
 - Request Form- Event Materials Request
 - Tablecloths, Backdrop, Pop- Up Banners, ETC.
- Add your event to the Master Calendar
 - Under: Request Forms
 - Your event will be showcased on the Home Page Calendar

Resources

- Promotional Materials
- Folders
- Event Kit
- Step and Repeat
- Publications
 - Pocket Campus Map
 - Overview Publication
- Contact Adriana x5420



Marketing Website











Mt. San Antonio College

Portal Login Search Directory Map Listen

Marketing and Communication Our Team Services Resources Request Forms Contact Us

Resources
Downloadable Logos, Templates, and Tools

Logos, Templates and Tools
Social Media Directory
Web Redesign (new site)

 Style Guide	 Logos
 Photo/Video Release Form	 Stationery Templates
 Wallpapers	 PowerPoint Templates
 Research Poster	 Flyer Templates


Advertising

- Do you have a budget for advertising?
- Consultation and strategy development
- Digital and Social Media placement
- Assistance with design

Display ads

Sort by: Impressions ▼

● Display Remarketing Group #1



Mt. San Antonio College

Offering 260+ affordable degree and certificate programs. Apply today!

Ad	Impressions	Clicks ▼	CTR ▼
● Enabled	135,196	1,010	0.75%

Other Related Groups

Public Affairs

Jill Dolan

- Media Relations:
Newspaper, radio and TV
- Community Relations:
Organizations/city
councils
- Governmental Relations:
Legislator visits

Web Services

Eric Turner

- Website
- Portal
- Mountie App
- Online Accessibility

Broadcast Services

Mike Nichols

- Live Broadcasts
- Remote Production
- Video Projects
- Audio Recording
- Captioning

Putting It All Together - Events

- ☐ Start marketing discussions long before you think you need materials.
- ☐ Work with marketing to create event graphics and/or flyers
- ☐ Set up your event information on your website (use those graphics)
- ☐ Share your event on the Mt. SAC master calendar (use those graphics). This shows up on the home page.
- ☐ Share your event information with Marketing for pre-event postings. Include registration information in your Postings Request Form.
 - ☐ Corner Marquee
 - ☐ Building Monitors
 - ☐ Social Media Accounts (Facebook, Twitter, LinkedIn, Instagram)

- ☐ Work with your team to conduct outreach to your target audiences. This may include:
 - ☐ Targeted emails to key audience
 - ☐ Classroom presentations
 - ☐ Meeting/conference presentations
 - ☐ Information booths across campus
 - ☐ Posting your flyers across campus
- ☐ If you have an advertising budget of at least \$1,000 and at least one month notice, work with Marketing on developing a strategy, which can include digital advertising.
- ☐ As more details emerge, work with Marketing for event news/photography.
 - ☐ News story in Newsroom (www.mtsac.edu/newsroom), which shows up on the homepage
 - ☐ Photography day of the event
 - ☐ Post-event promotions on social media



Putting It All Together – New Program

- ☐ Start marketing discussions long before you think you need materials.
- ☐ Work with marketing to create informational brochures or flyers
- ☐ Work with marketing to capture professional photography highlighting the program (hands-on classroom images are best)
- ☐ Update your website featuring the new program (use graphics from the flyer)
- ☐ Share your program information with Marketing for promotional postings. Include application/registration information in your Postings Request Form.
 - ☐ Corner Marquee
 - ☐ Building Monitors
 - ☐ Social Media Accounts (Facebook, Twitter, LinkedIn, Instagram)

- ☐ Work with your team to conduct outreach to your target audiences. This may include:
 - ☐ Targeted emails to key audience
 - ☐ Classroom presentations
 - ☐ Meeting/conference presentations
 - ☐ Information booths across campus
 - ☐ Posting your flyers across campus
- ☐ If you have an advertising budget of *at least \$1,000* and at least one month notice, work with Marketing on developing a strategy, which can include digital advertising.
- ☐ As more details emerge, work with Marketing for event news/photography.
 - ☐ News posted to Newsroom (www.mtsac.edu/newsroom)
 - ☐ Photography of newsworthy firsts (first class, first graduation)



THANK YOU

