

## **Marketing and Communication**

### **Graphic Coordinator Position Elimination Development**

With the Graphic Design Coordinator position in Marketing and Communication eliminated, the office will need to prioritize essential and high-impact projects to manage with a reduced graphic design team.

To balance the workload, the Marketing and Communication Office will need to eliminate or greatly reduce the following:

1. **Non-Essential Marketing Materials:** Focus on high-priority marketing projects directly linked to the college's institutional brand, student recruitment, and retention. We would eliminate or reduce the frequency of non-essential flyers, posters, and graphics that don't have a high-level or long-term impact (ex. performing arts programs).
2. **Event-Specific Designs:** Severely limit the number of unique designs for events. Use templates and standard designs for regular events instead of creating new and customized materials for each event (ex. dance and theater event posters).
3. **Brand Updates:** Postpone non-critical updates and redesigns of branding materials, such as spirit marks, logos, and secondary logos (ex. department and program logos). Focus only on essential maintenance and significant updates that impact student enrollment and completion.
4. **Merchandise and Swag Designs:** Limit the creation of new designs for promotional merchandise and swag. Stick to a few classic designs that can be used repeatedly.
5. **Frequent Rebranding:** Avoid frequent rebranding or design refreshes unless absolutely necessary. Stick with the current branding to maintain consistency and reduce workload.

## **BRANDING EFFECTS**

Focusing on Mt. SAC's primary brand and limiting the use of secondary logos can have long term benefits for the college. Consistent use of the primary logo ensures a uniform and recognizable image, helping to establish a strong and cohesive brand identity. This is particularly helpful considering the crowded higher education market in Southern California. It reduces confusion among audiences and strengthens brand recognition over time. A singular, well-established logo is more memorable than multiple logos. It creates a clear visual connection for audiences, reinforcing brand recall and enhancing the effectiveness of marketing efforts. Maintaining one primary logo simplifies branding efforts, saving time and resources in design, production, and updates. It also reduces the complexity of brand management and ensures a unified approach in marketing materials.

## EVENTS EFFECTS

Normally, I would recommend using a multimodal approach, which is the best way to reach more people through the mediums that resonate with them.

While discontinuing print posters and programs is a loss, I recommend programs transition to digital marketing to ensure programs have the support they need. By reallocating print brochure funds to social media advertising, events can be promoted to a wider and more diverse audience.

**Social media campaigns** allow for targeted advertising, which can increase attendance and engagement for specific events.

**Email marketing** can be used to regularly inform audiences about upcoming shows and build long-term engagement. Gather emails when people follow links to view the program or offer a chance to win prizes in the lobby.

Offering **digital programs** via QR codes at events not only saves costs but also provides an eco-friendly solution. QR codes are easy to use and allow for interactive content, such as videos, artist bios, or links to future event details.



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## Jazzy Ash and the Leaping Lizards

November 2–3

After directing sold out performances of *North* from our 2022–23 Family season, Ashli St. Armant returns with her band, the Leaping Lizards, to create New Orleans inspired music for all ages inside Samueli Theater!

Known for creating performances that delve into the history of jazz, Ash introduces twentieth century jazz pioneers like Louis Armstrong and Duke Ellington, shares her family's stories, and highlights the traditional songs and rhythms that shaped jazz's origins.

Get tickets to this interactive program for under \$30 today and enjoy wonderful jazz next weekend.

[Get tickets](#)

### Pre-show activities

Before the music starts, arrive early to enjoy free pre-show activities including a scavenger hunt, a musical playground, and more!



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