



Genesee Community College

# **B R A N D I N G M A N U A L**

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## **SECTION ONE: GENESEE COMMUNITY COLLEGE'S BRAND: "BEYOND EXPECTATIONS"**

### ***What is a brand?***

A brand is the idea or image that enters your mind when you hear the name or see the logo of an organization. A brand represents an organization's identity. The best brands are instantly recognizable and they evoke a positive, even powerful, emotional response. Although a brand exemplifies the history, achievement, and character of an organization, a brand exists primarily in the minds and hearts of people who encounter the organization. Research tells us that strong brands are one of the building blocks of successful organizations.

### ***The GCC Brand: What does it stand for?***

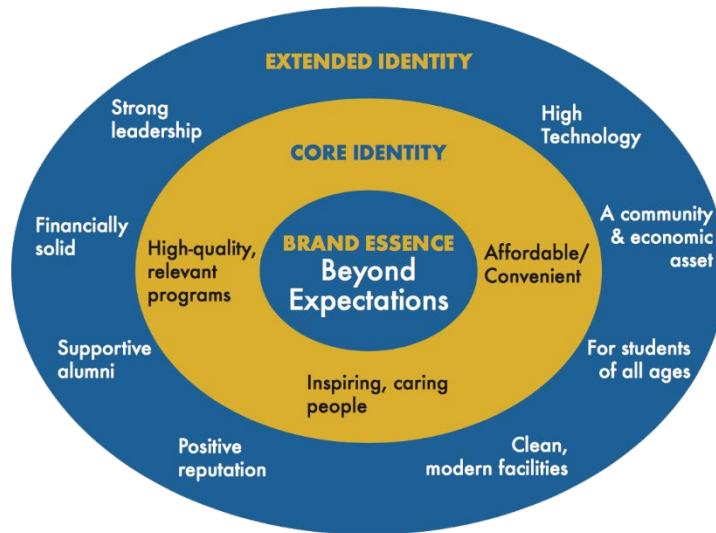
For many years, the College used the following logo with the academic seal as its primary identity or logo.



In 2009-2010 as digital platforms were becoming the College's new front door for communication, a new logo that would translate into a tiny 16x16 pixel format became critically important. GCC invested in a thorough and carefully conducted branding research study. Through a Request for Proposal process, the KJT group, an outside research consultant, was hired by the College. After reviewing GCC's extensive in-house data and resources, the firm employed a series of extensive research methods to fully understand the GCC culture, its history, reputation and the competition. The result of this in-depth study gave us good news. The GCC brand was in good shape!

Genesee Community College was viewed favorably among residents within our service area and when people came into contact with GCC their opinions and feelings were positive, enthusiastic and even passionate. People who experience GCC as students, faculty, staff, donors, friends, training participants or visitors were often surprised and delighted by what they encountered here.

The final result of the branding study was to distill volumes of data and extensive survey results for a detailed comparative analysis. The report was shared to the college community in January 2011 following the president's State of the College address, and included the following three-tiered brand essence chart that featured the key words that best characterize GCC.



From there, the Branding Steering Committee summarized all the findings and extracted this massive effort into the GCC’s Brand Essence. The two words that resonated and reflected what GCC means collectively to everyone unanimously were ***“Beyond Expectations.”*** This would become Genesee Community College’s Brand Identity.

Beyond Expectations was and is expressed in many ways, including:

- Dedicated and caring people
- High Technology
- Value as a community and economic asset
- Positive reputation
- Strong leadership
- Stable financial position
- Affordable and convenience
- Programs that are high-quality and relevant
- Clean, modern facilities
- Supportive alumni
- Outreach to students of all ages

***The “Beyond Expectations Look”***



The resulting logo, created by Clark CSM of Pittsford in collaboration with KJT, depicts Beyond Expectations and it translates effectively in multi-media – from a 30' billboard to a 16 x 16 pixel digital icon on a cell phone. Our overall graphic appeal is characterized by clean and simple typography and contemporary design elements. With the new logo, our print and web designs articulate qualities associated with Beyond Expectations: progress, movement, wonder, acceleration and also our important affiliation with the State University of New York (SUNY) is clearly part of our identity. The blue and gold colors are an essential part of GCC's history and legacy, especially for our student athletes.



When the GCC icon is enlarged and viewed closely it reveals three distinct shapes. The white streak (sometimes referred to as the 'tornado') separates the blue and gold shapes and expresses forward, upward movement. Since it is not contained by lines or a box, it is allowed to float off the page symbolizing that the sky is the limit for our students. The blue triangular shape on the left has sharp points and acute angles representing the nature of collegiate rigor and responsibility. While the gold shape on the lower right offers a solid foundation but with the rounded corner and broader swath of the gold color, it symbolizes GCC's caring faculty and staff who nurture students and care about their future.

In 2018-2019, the Marketing Communications Department conducted its Functional Area Review (FAR), and KJT was again contracted to conduct a follow-up brand identity study. The results of this study revealed the GCC brand remains strong. Among residents in GLOW, high school juniors and those considering college, GCC is most often the school seriously considered. GCC's Net Promotion Score is stronger than other community colleges but weaker than most 4-year schools in our area.

#### ***How We Act and Sound***

***Beyond Expectations on all levels, everyday:***

- We change minds. Sometimes all it takes is encouragement.
- We welcome visitors and callers. A smile and a warm welcome always greet guests, whether they arrive in person, via the telephone, or over the Internet.
- We make time. By accepting minor interruptions in our day, we make a world of difference to the people who need us.
- We remember. We get back to people promptly.
- We listen. We take the time to hear and understand.
- We're out in front. We're proactive in identifying and solving problems – even before they become problems.
- We are real. Our commitment is professional and personal.
- We treat each other well. We can do many things as individuals. But collectively, our skill, energy and dedication are amazing.
- We speak with one voice. We may not agree on everything – but we all join together in bringing out the best in our college community.
- We strive to be the best. In a world where “average” and “ordinary” is often seen as good enough, we go out of our way to turn every interaction with students and visitors into a meaningful, and often life-changing, experience.

### ***How MarCom Fits In - Why we need Identity Standards***

Higher education is an ever more competitive marketplace, and community colleges are continuing to carve out a special niche that draws in an increasingly broad swath of demographics and psychographic populations. GCC has a particularly wide range of constituents starting at infancy in our Child Care Center; continuing on through primary and middle schools with various ACE programs, co-ops, field trips, scout meetings held on campus, and Career Pathways connections; and also Genesee Promise Plus. The nontraditional, adult population, out-of-GLOW residents and international students are other vast market segments that we continue to attract and embrace. Lastly, we can't forget the important associations we nurture and depend on with local government, SUNY, the many colleges and universities our students transfer to, our 25,000+ strong alumni base, and our vibrant group of volunteers and donors.

To properly and strategically market to this broad collection of nearly every demographic possible we must have a unified identity that not only exudes quality and consistency, but proactively projects our total brand and our many distinctions – best summarized by the phrase “Beyond Expectations.”

The Marketing Communications (MarCom) Department is the custodian of our brand. This Branding Manual, the MarCom Services webpage, and MarCom staff provide a centralized

source of initiatives and services to properly express and guide our brand, “Beyond Expectations.”

### ***The MarCom Office – Department Mission***

The Marketing Communications (MarCom) Department is located within the C212 Suite on second floor of the Batavia Campus, and is part of the Department of External Affairs (DEA). One of the results of MarCom’s Functional Area Review, completed in 2019 was the development of the following Marketing Communication Mission and Vision Statements.

*The Marketing Communications Office will maximize the College’s marketing investment through a carefully managed portfolio of traditional and innovative communication channels to be assessed and guided by data-based decisions while protecting and strengthening the College’s “Beyond Expectation” brand and supporting the College’s Strategic Plan and Priorities.*

### **GCC Marketing and Communication Vision Statement**

- The Marketing Communications Office strives to be Genesee Community College’s central point of support for all major public-facing messages in all media, reliably delivering high-quality products, services and content that must be accurate, timely, innovative and cost-effective.
- The Marketing Communications staff prides itself on a collaborative, “can-do” approach that embraces innovative technology, but also a “no project is too large or too small” attitude.

Under the “About Us” tab on the college’s website, click on the [Marketing Communications](#) link for an up-to-date listing of MarCom staff members, contact information, and the broad list of resources.

## **SECTION TWO: *Core Identity Marks / Logos of Genesee Community College***

The GCC logos are essential to maintaining a consistent view of the institution's "Beyond Expectations" brand and the rules applying to the use of the College's primary identifying marks must be followed.

### ***The College Seal***



The official College Seal is reserved for formal purposes, such as diplomas, transcripts and other official documents. It may also be used in special situations to communicate a sense of the College's history. It features the Holland Land Office building which is located in downtown Batavia. The historic significance of this structure reinforces the College's important connection to and relationship with Genesee County, which is the College's sponsor.

### ***Athletic Logo and The Cougar Mascot***

The GCC Cougar logo should be reserved for athletic events and opportunities that are outside the academic rigor of college life. All academic-related communications that require a GCC emblem or logo should use the College's primary logo.

The **primary GCC Athletic logo** includes the full name of Genesee Community College. Be sure the full name of College is always legible. When reducing the size of GCC Athletic logo to less than one inch in length the name of the College will no longer be legible. It would then be best to employ the simplified version of the logo below.





The **secondary GCC Athletic logo** removes the full name of the college underneath the mascot offering just GCC and should be used when the College's identity will be fully understood.



The **third GCC Athletic logo** removes the "CC" of GCC offering just the Genesee G with the cougar mascot and should be only used when the College's identity will be fully understood.



The Trademark "TM" symbol should always be included in all reproductions of the Athletic logos.

### ***Taglines and Slogans***

The MarCom and the Admissions Recruitment Offices continually develops phrases, terms and taglines that support the Beyond Expectations brand. Through the years of promoting GCC and through the results of the Brand/Identity study, we have discerned an important group of primary and secondary "market drivers" that best summarize our institution. While this collection of terms may describe GCC, and Beyond Expectations may summarize the GCC experience, the creative marketing and design efforts of the two departments effectively illustrate how the brand can raise excitement, interest and support from all constituents.

The following highlights the promotional taglines and campaign themes developed and continuously employed to market the GCC brand to off-campus and outside markets:

- Your Time Is Now
- Choose SUNY GCC - with sub-taglines such as: Success with Support; A Community Close to Campus; To Finish Strong; Affordability; Career Readiness; High Tech & High Value; A Campus that Cares; Exceptional Programs, and Lifelong Friendships
- GCC is the Place to Be
- #myGCCstory
- College Close to Home / Careers that take you anywhere
- GeneSEE Your Future
- FACES of GCC
  - [We are / I am] one of the FACES Going Places at GCC
  - FACES of ACE
- It Makes “Cents” to Enroll in GCC

When individual departments wish to employ any of these slogans on internal documents or off-campus communications, it is best to contact the MarCom Office. Effective use of photography, fonts, testimonials, design and production elements can help enhance the final product.

### ***Use of the College Name and the SUNY Alliance***

The following key recommendations should be followed in using the college’s full name, and its abbreviation of GCC with SUNY

#### **SUNY GCC / GENESEE COMMUNITY COLLEGE**

GCC’s association with SUNY should be expressed in the first segment of all new documents wherein the institution is being introduced for the first time. Including the GCC logo is preferred when possible. However, if the full logo is not clearly evident and/or a basic introduction of Genesee Community College is needed, one of these formats should be employed:

- Genesee Community College is part the State University of New York (SUNY) system
- GCC is part the State University of New York (SUNY) system
- Genesee Community College is one of the 64 campuses of the State University of New York (SUNY) system.
- SUNY GCC is one of the 64 campuses of the State University of New York (SUNY) system
- GCC is allowed after the College’s full name and association with SUNY has been established.
- Genesee Community College and GCC can be used interchangeably in written documents.
- Introducing a SUNY logo (below) within GCC literature must be approved by the central SUNY Communications Office. This should involve MarCom Office, which has the appropriate contact information.



**Inappropriate Usage:**

- Genesee College should not be used.
- Referring just to Genesee to represent GCC or Genesee Community College should be avoided since Genesee is also the name of a county and many municipal departments and independent businesses and organizations.

***The Campus Centers***

The six campus centers can be referred to in the following ways:

- Genesee Community College at Albion [or other location]
- GCC at Albion [or other location]
- GCC @ Albion [or other location] - in advertisements or flyers only where space is limited
- Albion [or other location] Campus Center – when greater emphasis is on the campus center and Genesee Community College is listed in adjacent copy. Usually this will also involve listing contacts or address information

**Inappropriate Usage:**

The legal definition of a SUNY “campus” generally includes the availability of a library, gymnasium and cafeteria. Therefore, the following is an inappropriate use of a campus center name.

- Albion Community College is prohibited [or other location]
- Albion College is prohibited [or other location]
- Albion Campus is prohibited [or other location]

***Other College Abbreviations***

Some GCC departments are well known by their acronym or the abbreviation of their title as indicated in the following list. In official documents, it is strongly advised that the first-time mention of the department include the fully spelled-out annotation and then their abbreviation or acronym follows to ensure clarity.

For example: The Accelerated College Enrollment (ACE) Program would follow in subsequent references as the ACE Program.

THE BEST CENTER	Business and Employee Skills Training
ACE	Accelerated College Enrollment
PTA	Physical Therapy Assistant Program
GCCF	Genesee Community College Foundation
GCCA	Genesee Community College Association
AEOC	Adult Educational Opportunity Center
CV	College Village
MARCOM	Marketing Communications
DSS	Department of Social Services
SSC	Student Success Center
RCCA	Richard C. Call Arena

Please note: A full description of abbreviations is available in the GCC Style Guide that will be available soon.

### **SECTION THREE: EXPRESSING THE BRAND IN A DIGITAL AGE**

#### ***Unique Attributes of Online Environments***

As we head further into the 21st century, digital communications have become the primary resource and printed communication continues its rapid decline. On the web, in social media and on mobile devices, information is delivered around the globe instantaneously in the 24/7 cycle. Before publishing anything online, it's important to verify content is accurate and relevant. Once something is online, it can be difficult or nearly impossible to retract.

The GCC website is a dynamic communication tool for current students, prospective students, staff, faculty, stakeholders and community members and averages more than 60,000 unique visitors each month. All college departments must be actively involved with the site, ensuring that the content is current, accurate and engaging.

The site is governed by the College's Digital Communication Group (DCG), which consists of representatives from a wide variety of departments, programs and locations. The overall team meets quarterly to assess recent developments on the site and to discuss future needs. The following four subcommittees meet on the alternative months to focus more specifically on:

- website stewardship,
- emergency communication,
- internal communications,
- social media.

Any question or concern regarding the site should be presented to a DCG team member for discussion at the next meeting. A full list of DCG members can be found on the [MarCom webpage](#).

Most vibrant, up-to-date website features are the following:

- Events calendar –more than 30 staff members from all departments have been trained to submit calendar entries
- Homepage banners – MarCom creates homepage banners to promote enrollment opportunities and special events
- College News / Press release archives – MarCom writes press releases about newsworthy College events and opportunities and sends the releases to the general media while also posting and archiving them on the [College News](#) webpage
- [Athletic](#) news, events and statistics

*Important Note:* In 2020-21, the MarCom Office and Ellucian's Computer Technology Services will be developing an entirely new website and introducing a new Content Management System that will further enable all digital communications at GCC.

#### ***Expressing the Brand Through Social Media***

Social media provides a unique opportunity for the College to communicate directly with the public in a truly two-way environment. Expressions of the brand through social media reinforce “Beyond Expectations” through photos, videos and postings that illustrate the good things that happen at GCC every day.

GCC maintains an official presence on many of the major social networks, and most are managed by the Marketing Communications office. By and large, #SUNYGCC is the handle used by the MarCom department to connect the majority of social media communications.

[Facebook](#), [YouTube](#), [WordPress](#) blogging, [Twitter](#), [LinkedIn](#) and [Instagram](#) are GCC’s main social media channels.

One webpage congregates all of GCC’s [social media channels](#). This webpage is also available from the College’s homepage by clicking on the tiny GCC logo icon in the lower right corner.

If your department has an interesting event, story or just a compelling photo and photo caption, send it to [Marcom@genesee.edu](mailto:Marcom@genesee.edu).

Official [GCC Social Media Guidelines](#) are available on the MarCom webpage.

## SECTION FOUR: *DESIGN AND LAYOUT GUIDELINES*

### ***Approved Versions of GCC's Logos***

The following are the approved versions of GCC's logos and guidelines of how they should be properly used.

#### **Single color logo**



#### **Single color logo with screen tint**



#### **Reversed-out white logo or black on GCC gold/yellow**



**One color, reversed-out white logo on GCC blue, and black logo on photo in an uncluttered area.**



The logo may also be used over the top of a full-color photograph, at the designer's discretion. In the blue reverse-out logo above, the words Genesee Community College should have been removed under these guidelines.

When the GCC logo is less than one inch wide, the Genesee Community College text underneath the logo becomes illegible. If this happens, the designer should use the logo without the text 'Genesee Community College.'

The GCC logo and blue and gold color scheme has been used by MarCom to identify many different departments such as these below:



If a horizontal layout is required to fit specific area, the 'Genesee Community College' text may be moved to the right. Do not disassemble the logo to fit a horizontal space.



### ***The GCC logo "Buffer Zone"***

The buffer zone is the minimum distance that any other elements can be placed near the GCC logo. This ensures the logo remains prominent and in an uncluttered environment. The amount of buffer zone is always in direct proportion to the size of the logo, and should not be altered.





### ***Unacceptable Variations of the GCC logo***



- 
- Don't modify the position or size of any individual piece of the logo.
- Don't move the GCC icon: it must always appear to the right of the word SUNY.
- Avoid placing the GCC logo next to the GCC mascot, or with the College Seal.
- Don't place copy too close to the GCC or overlap copy with it.
- Don't tilt or rotate the logo.
- Don't stretch or squeeze the GCC logo.
- Don't use the logo without the GCC graphic shape.
- Don't introduce a new color palette to GCC's logo.

### ***Approved Color Palettes***

There are three approved colors in the GCC institutional color palette: Pantone Black, Pantone 285 C (for blue), and Pantone 117 C (yellow/gold). Pantone 116 C is an acceptable option for web-based materials. Below are the formulas for PMS, CMYK, Screen, and HTML equivalents for GCC's Official Color Palette. Tinted values of these colors may also be used at the designer's discretion. The designer may also reverse text out of these colors, or print blue or black over the yellow.



**PMS-Color Usage**

Pantone Black C

**CMYK Equivalent**

C 0 M 0 Y 0 K 100

**Screen Equivalent**

R 35 G 35 B 35

**HTML Equivalent**

#23 23 23



**PMS-Color Usage**

Pantone 285 C

**CMYK Equivalent**

C 90 M 48 Y 0 K 0

**Screen Equivalent**

R 0 G 114 B 206

**HTML Equivalent**

#00 72 CE



**PMS-Color Usage**

Pantone 117 C

**CMYK Equivalent**

C 7 M 27 Y 100 K 12

**Screen Equivalent**

R 201 G 151 B 0

**HTML Equivalent**

#C9 97 00

**PMS-Color Usage**

Pantone 116 C

**CMYK Equivalent**

C 0 M 14 Y 100 K 0

**Screen Equivalent**

R 255 G 205 B 0

**HTML Equivalent**

#FF CD 00

Please refer to the current Pantone Color Formula Guide to ensure that color reproduction is accurate. The colors shown have not been evaluated by Pantone, Inc. for accuracy. (Pantone® is a registered trademark of Pantone, Inc.).

***Approved Fonts***

Any version (Bold, Medium, Italic, etc.) of Futura and Museo are to be used primarily by the College's professional design team when expressing the GCC brand in a print environment.

For general college use in most Microsoft Office applications and for online environments (such as HTML), the following two typeface substitutions are recommended:

- Any versions of Arial (in place of Futura)
- Georgia (in place of Museo)

Use your discretion when designing text, and remember that clear and legible communication is always the primary goal. Typography should always support the communication, rather than impede it. Please feel free to contact the MarCom Office when promoting events and activities to off-campus markets.

***Other Graphic Identity Elements***

When using the GCC logo in new applications, especially those involving an investment and long-term applications (such as promotional giveaway items and signage), please contact the MarCom Office. These include:

- Name Badges
- Table Runners / Cloths
- Signs (door, hallways, special events)
- "Tchotchkes" or "swag"

### ***Photography and Image Guidelines***

Availability of the MarCom staff photographer to capture college events generally requires a 10-business day advance notice.

Amateur image and video capturing have become ubiquitous as the cell phone itself, but using these images to project or promote the College's image, identity and brand is carefully cultivated and managed by the MarCom and Admissions/Recruitment offices. The following guidelines help ensure that all still photography and videography best represent GCC:

#### ***Model Release***

Ensure any and all people in captured images, whose faces are clearly visible, have given their consent to be photographed or videotaped. If a person's likeness in still photography or video will be used to represent the College and/or support or promote its programs, these "models" and/or participants must sign a Model Release Form. If under 18 years of age, the parent or guardian of model must also sign the Model Release Form.

Several different versions of Model Release Forms are available by contacting the MarCom Office. The most commonly used Model Release Form for an individual student includes a standard questionnaire and is posted electronically on the [MarCom webpage](#).

#### ***Photography at Public Events***

When a person is attending a public event in a public arena or place, they forfeit some of their privacy rights for being photographed and videotaped. However, rules of common courtesy and common sense apply, especially within a GCC facility and under our Beyond Expectations brand. Many people are camera shy or leery of social media postings, and therefore do not want to be photographed. If a person expresses this concern, make every effort to avoid taking their picture and keeping them out of any video.

Ensure all College facilities are represented in a positive manner reflecting the institution's long-standing reputation of providing a clean, well-managed, safe and award-winning learning environment.

#### ***Testimonials:***

Using the real-life experience(s) of a student, alumnus, visitor, faculty, staff or board member is paramount to communicating GCC's Brand and Beyond Expectations identity. It is essential to follow the rules above, but adhering to the following the basic mechanics of capturing excellent images and video should also be maintained.

- All images must be sharp and in focus
- Sound quality of video should eliminate background noise as much as possible
- Adequate lighting on the main subject
- Avoid capturing the back of peoples' heads and other distracting information that impedes the real "story" or testimonial
- Compose the whole image, avoid other extraneous detail and information

- In group shots, subjects can sign a Model Release Form collectively, recording the date, time and place of image, and also the order (left to right) of how the subjects appeared in the image.
- Consider the resolution or pixel size of your image. Any images that are less than 72 dpi (dots per inch) are generally not usable in online or print media. Adjust the resolution setting in your camera to accommodate the maximum resolution available. Images used in print media should start at 150 dpi.

## **SECTION FIVE: BRAND AMBASSADORS**

### ***Beyond Expectations in Action***

Each and every day, the GCC brand and identity Beyond Expectations is in action. Some days, like an Open House, Commencement or a special public event – we are working together as a cohesive team to overtly communicate the GCC brand through our respective jobs and responsibilities. But even on Sundays, when the main campus and campus centers may be closed or unused – Beyond Expectations is still at work through the efforts of our Campus Safety officers, or the cleanliness of our grounds and facilities, with advertisements on TV and in the local papers, or the user-friendliness of our website.

### ***The 90-second Elevator Speech***

Brand identity also happens with each employee's interaction – perhaps in the checkout line of a grocery store by just recognizing the cashier as a GCC student, or through one of the following 90-second "elevator speeches" when asked by a total stranger: "Where do you work?"

*"I work at Genesee Community College, which is a mid-sized community college in upstate New York. The main campus is in Batavia just off New York State Thruway between Buffalo and Rochester, but we have six other locations in the surrounding three counties. Interestingly, though GCC sits among scenic valleys and mostly rural farming communities, the College has an impressive reputation across the country for academic innovation. We've got great technology both inside and outside the classroom and great facilities. But we also have great people who really care about student success. I actually love my job. Monday mornings never bother me. I look forward to seeing the students and my colleagues!"*

### **Campus Center Elevator Speech**

*"I work at one of Genesee Community College's campus centers in [insert campus center town]. GCC has seven campuses total, with the main campus in Batavia. The campus centers, along with our online courses, make it convenient for more than 5,000 students to take classes that fit their busy schedules. The facilities are great. We've got plenty of computer access and our smart classrooms let us link-up to share courses between the campuses. It seems like we're always adding new programs and classes, and our small class sizes create a friendly environment that lets me get to know the students and work with them to help them succeed."*

Of course, each person can put his or her personal spin on this speech, but hitting these major points and being positive about your work place is perhaps the best brand strategy of all. It utilizes the most important facet of all marketing: word-of-mouth endorsements and one-to-one communication. Positive employees are the best brand ambassadors anywhere! Feel free to review and introduce any of the following.

### ***Primary Market Drivers:***

- high quality relevant programs

- inspiring, caring people
- affordable and convenient

*Secondary Market Drivers:*

- strong leadership
- financially solid
- supportive alumni
- positive reputation
- clean, modern facilities
- for students of all ages
- community / economic asset
- high tech

## **SECTION SIX: MARKETING SERVICES**

### ***Introduction***

The overall role of the Marketing Communication Office is to strategically position Genesee Community College with all market segments and constituents through the creation of well-defined, integrated marketing and communication techniques, including but not limited to:

- Public and media relations
- Website and web content development
- Direct mail
- Collateral print materials
- Social media networking
- Flyers/posters/signage
- Billboard advertising
- Electronic video boards
- Print advertising
- Online advertising
- Television advertising
- Radio advertising
- Special events
- Packaging/imprinted advertising
- Effective Photography / Videography

Before employing any of these marketing tools, MarCom assesses the needs and opportunities against the College's Strategic Priorities, evaluates the competition, and determines the return on investment whenever possible. By and large, the department's goals and objectives are established by the President and his Cabinet and align with the College's overall Mission and [Strategic Plan](#). The interest of communicating a wide array of initiatives across all seven campus locations and to GCC's broad market segments means there are very few, if any, College departments that MarCom does not assist in some capacity. We complete more than 500 projects each year and are also very proud to have won numerous awards from SUNY/CUAD (State University of New York / Council for University Advancement) and NCMPR (National Council of Marketing and Public Relations). MarCom is a very busy office and we like that way!

For effective project management, MarCom uses Workzone to not only track and schedule our project load, but also provide an online Project Request Form. Simply go to <https://gcc.sharedwork.com/requests> and complete the form to initiate your request.

To enable the best usage of MarCom's limited resources, we have outlined the key promotional tools and related procedures to guide marketing initiatives under GCC's Beyond Expectations brand.

### ***Getting Publicity***

When a new college initiative or event is in development, contact MarCom during the earliest stages to help build effective publicity and awareness.



College events, opportunities and news that would be of interest to off campus constituents need to be promoted through MarCom by deploying various publicity tools. The timing, proposed audience, the nature of the opportunity including cost, available resources, the return on investment, and how effectively the opportunity addresses MarCom's strategic goals determines which promotional utilities are best employed.

General guidelines for the most effective use of all promotional opportunities:

- **Plan Early** - The earlier you plan your event, the more publicity tools you will have available to you. Promotional materials are also usually better quality when you have time to gather or develop support materials such as related artwork, graphics, photographs with photo captions, quotes from key participants, and time for essential editing of the final content.
- **Budget** - Do any of your promotional materials cost money to develop or display? It is important to plan a budget before getting started so you know how much money you have to spend on publicity, as well as other components of your event.
- **Define Your Target Audience** - Are you planning an event for students and faculty only, or is the general public invited or involved? The publicity tools you use should reflect the types of audiences you wish to attract. (Example: If you want the general public to come to your event, flyers on the campus bulletin boards is not an effective way to promote your event.)
- **Set Goals** - Determine what you are trying to accomplish from your initiative or event. Are you trying to attract new students to your program? Are you trying to raise money? By setting realistic goals, you can plan your publicity accordingly and measure outcomes that will help determine the success and future of your initiative.
- **Collaborate** – Sharing resources, expertise, committee teamwork, bandwidth and sometimes audiences are an excellent way of getting more 'bang from your buck.'

### ***Community Promotions and Sponsorship Guidelines***

Genesee Community College expends marketing resources using recognized, value-added media and marketing vehicles. As a tax-payer funded, nonprofit organization, GCC cannot legally make gifts, contributions, or purchase sponsorships, tickets, or paid participation in other nonprofit, charitable or community activities since their mission is not ours. However, a variety of nonprofit, community-related promotional opportunities exist and there are some limited ways to promote SUNY GCC through these avenues. Therefore, the Department of External Affairs created the following guidelines to assist with investing in promotional and/or 'sponsorship' opportunities that could fall under the category of advertising:

- 1 – The opportunity must be focused on our geographical service area and targeted audience(s).
- 2 - The opportunity must convey the GCC brand with a tangible, accurate and timely message consistent with current marketing campaigns.
- 3 - The opportunity must generally be planned prior to the fiscal year, and as a component of the year's marketing program.

- 4 – The opportunity must contain a clear call to action, including the College’s telephone number(s) and website URL.
- 5 - The opportunity must utilize a recognized media outlet or other established promotional vehicle that exists principally to provide advertising and marketing, and with a history of providing advertising and marketing value.
- 6 – The opportunity must not imply or construe support of another not-for-profit organization, cause or entity.
- 7 - The opportunity must be produced using standards of technical quality consistent with GCC brand standards and acceptable to the director of marketing.
- 8 - The opportunity must generally meet the standards of cost-effectiveness typically used in buying decisions, such as cost-per-click (CPC) or impression (CPI), potential return on investment, or rate of prospect identification.

Note: The College’s Marketing Communications staff can offer guidance on steps that staff members can take to become involved with or support worthy community causes, organizations and events.

#### ***Publicity Tools At-A-Glance***

PUBLICITY TOOL	MINIMUM LEAD TIME
1. Event Calendars <a href="http://www.genesee.edu/calendar/">http://www.genesee.edu/calendar/</a> Community Public Calendars	ASAP
2. Social Media Posting (Facebook, Twitter, Youtube, etc)	2 weeks minimum (More depending on content i.e. YouTube video requires 4 weeks)
3. Homepage Graphic / Message	3 weeks
4. The GCC Marquee (Roadside Electronic Sign Board)	4 weeks
5. News Release/Media Alert	4-6 weeks
6. PSA (Public Service Announcement)	4-6 weeks
7. News Conferences	12 weeks
8. Flyers/Posters	3-4 weeks
9. Paid Advertising	8 weeks
10. Video Walls and TV’s	2-3 weeks
11. WGCC Radio	3-4 weeks
12. The New Courier- student newspaper	3-4 months
13. Civic Groups - Presentations or Announcements	3 weeks to 4 months

Note: this list is also maintained online at <http://hd.genesee.edu>. Look for “Promoting Your Campus Events.”

### ***The Finer Details of Publicity Tools***

1. *GCC's Events Calendar* - As soon as your event is confirmed, even if it is a year in advance, post it on the Calendar of Events on the College's website calendar. It is imperative that events on the college campuses are recorded so that multiple events are not planned on the same day. Campus wide, there are approximately 30 different staff members throughout all departments trained to make Calendar of Events entries.

2. *Community Calendars*: MarCom maintains a list of community calendars from regional news outlets and publications which will post your event(s) at no cost. Visit the MarCom webpage for the most recent list or call extension 6116.

3. *Social Media Posting* – MarCom manages the 'official' social media accounts for the College on Facebook, Twitter, YouTube, Instagram and LinkedIn. To have your event posted on a social media outlet, contact MarCom at least two weeks before your event to schedule a posting. Interactive media such as photos, video or links to webpages strengthen social media postings. MarCom can also help with bit.ly links, which allows click-thru tracking and digital analytics. For further information, please contact MarCom's Web and Social Media Specialist at extension 6481.

4. *Homepage Banners* – The College website homepage offers a dynamic promotional opportunity through the rotating "Homepage Banners" and related links. This utility is reserved for high profile news stories and upcoming events targeted to broad audiences typically associated with the College's most important objectives. It is critical to articulate the message through a quality image in horizontal orientation and a succinct message of 25 words or less. It is also necessary to have the image and message link to another webpage where more information is available. For further information, please contact MarCom's Web and Social Media Specialist at extension 6481.

5. *The GCC Marquee (roadside electronic sign board)* - The GCC Marquee is the digital sign in front of the main entrance of the Batavia Campus and is an excellent tool for attracting people off campus to events. To get event information on the Marquee, use MarCom's online [Project Request Form](#) to share the details of the event. Because of the limited space on the Marquee, your event should be summarized in 12 words or less.

6. *News Release / Media Alert* - A news release or media alert is information carefully gathered and culled by the MarCom office, then sent out through an official online wire service agency (Merit) to numerous print, radio, television and other news outlets. MarCom sends approximately 200 releases or media alerts each year, making it the most frequent, efficient and economical means of promoting the College to outside media outlets.

It is very important to note, however, that MarCom has no control if or how a press release is picked up and used by a news source or if it will even be published in print, on air or online. It is solely up to the media's discretion as to whether our news is worthy of publishing. The MarCom Office endeavors to not only make each press release interesting, accurate and dynamic enough to warrant publishing, but we also develop positive relationships with as many

editors, reporters and publishers as possible to encourage their interest in our news. We rely on the accuracy, efficiency and assistance of many different GCC departments and people to enable this important process.

#### *Understanding the Five W's:*

The five W's are the essential components of every news release and media alert, and the more unique and interesting we can make this basic information, the better our chances of getting placement. Once again, accuracy and timeliness is critical.

- Who is involved?
- What is happening?
- Where is it happening?
- When is it happening?
- Why an event is happening?

#### *News Release vs. Media Alerts*

News releases generally get into more depth on the "Why" question, usually including a photograph and related photo caption, a quote by a key person, links to websites for more information, and other background information. On the other hand, media alerts are used when time is limited and we need to quickly disseminate the basic information of who, what, where and when, with 150 words or less answering why. Media Alerts are also sent as a friendly reminder to review the highlights of an event the day before it occurs and to encourage the media to attend and cover an event.

#### *"Just the Facts M'am!"*

The following is the basic information that MarCom needs to develop a news release or media alert and as indicated above, we need this information at least one month in advance of the event.

- Title of the event
- Location for the event
- Date of the event
- Time for the event
- Contact person for the event (including name, title or class year, phone number and e-mail address)
- Department, office, club, team, etc. affiliated with the event
- Cost, if any, or is the event/opportunity free
- Open to the public or limited to a specific group
- Description of event
- Newsworthiness: the event's prominence and proximity to larger trends and issues
- Theme: academic, athletic, alumni, service learning, student success, college connections
- Unique or special information (the "story angle")
- Any photos, videos, quotes or web links enhance the value of the press release. Please include these to increase the possibility of the press release getting published.  
Identifying the people in the photo and obtaining written consent to use and send the photos is necessary.

7. *Recognition Matters* - To further support the College's Beyond Expectations brand, the MarCom Office established a special news category called "Recognition Matters." This program specifically highlights the many people who make a difference at GCC and has or could include current students, faculty and staff members, alumni, trustees and GCC's robust group of friends and supporters. These stories must include a photograph of some kind.

8. *College News Archive / PR Template* - The MarCom office posts all of its news releases on the College's website. Please see the College News section located at the lower left side of GCC's homepage or go to: <http://www.genesee.edu/news/articles/>

You can use this website utility to search past press releases. If you have an event coming up for which you would like to have a news release developed, please review some of the past press releases to understand the style of writing and content. Some departments even draft their own press releases using a past release as a template, and send MarCom a quality document that merely needs formatting and final proofing for completion. Those efforts are gratefully appreciated and speed up the efficiency of the whole process.

9. *PSA (Public Service Announcement)* - A PSA is a free radio announcement that is usually 10, 15, 30 or 60 seconds long. The "script" for the announcement of a specific length is often added at the bottom of a press release in hopes that a radio station will pick up the PSA and use it on air at no cost to the College. PSA's usually promote an event that is open to the general public or provides useful information to the public on a certain topic. These announcements are used at the discretion of the radio station, and generally have the most likelihood of being aired by local stations such as WGCC, WBTA, WYSL or WCJW.

10. *News Conferences* - News conferences are well-planned and organized events wherein the media is invited to the College for a major college announcement or activity. This publicity tool is saved for the most important collegiate events and requires a coordinated plan organized with GCC's administration and involving a cohesive announcement to many media outlets at once. It is necessary to involve not only MarCom but also the Vice President of External Affairs, and often the President to initiate a news conference.

11. *Flyers/Posters* - Promoting events and opportunities through traditional printed posters or flyers requires the approval of Student Activities, which manages the bulletin boards of the Batavia Campus. In addition to the main campus bulletin boards, flyers can be sent to College Village, the Antoinette Marchese Clancy Nursing School in the MedTech Building across the street from the main campus, the Richard C. Call Arena, and all six Campus Centers. MarCom is willing to assist with the development and printing of these flyers with ample notice of four weeks. Please provide complete information following the five W's format as previously described. (who, what, where, when and why, and any auxiliary support information).

*Guidelines for Student Activities for flyers:*

- 10 FLYERS in 5-1/2 x 8-1/2" size ONLY

For directions on how to create a half-size flyer: <http://hd.genesee.edu>

Any exceptions must be approved by the Director of Student Engagement in the Student Activities Office of the Student Union.

- 1 for Event Binder
- 9 for the Batavia campus bulletin boards.
- NON-GCC EVENT FLYERS - For non-GCC events, Student Activities will only accept one flyer which will be posted on the cafeteria bulletin board.
- NOTE: ALL flyers will be posted on a priority basis according to date of event. Please allow enough time for posting. Late arrivals may not be posted immediately.

*Guidelines for all additional off-Batavia Campus flyers:*

- College Village will generally accept (20) 8-1/2 x 11" posters to display one in each residence hall. Please send through Intercampus mail or contact College Village for further details at (585) 343-0163.
- Each campus center will generally accept (2) 8- 1/2 x 11" posters to display at their Center. (There are six campus centers, requiring 12 additional color copies). Please send two copies separately to each campus center through Intercampus mail.
- There is intrinsic value in posting flyers around your community at key locations. Churches or faith-based organizations, coffee shops, grocery stores, malls, banks and many other points of community interaction accept flyers. Generally, these should be posted several weeks in advance of the event, and it is advised to "bring your own" tape, stapler or tacks when making the rounds to post your flyers.

12. *Paid Advertisements* - Paid advertising can include internet, print, radio, TV, website, directories, visitor guides, restaurant placemats, billboards, movie screen messages and many other paid promotional opportunities. The investment of paid advertising is usually reserved for significant campus events that have a large public interest. Examples include: admissions/recruitment events, public speakers, musical and theater performances, and other GCC attractions. It is up to the discretion of the MarCom Office to determine if and how much funding is available for paid advertising.

***Promotional Opportunities Outside MarCom***

13. *GCC Video Walls and TVs* - The video walls and TVs scattered throughout the campuses are available to promote your event by contacting the Media Services Department. A request form as well as a detailed procedure is available on the Media Services webpage. The large video wall screens located in the Conable Technology building and the TV monitors throughout campus each have their own nuances and are continuously evolving. Event information must be submitted in a single Power Point file format and must be limited in wording to be viewed in 6 second or less. Screen messages are best with 20 words or less, a bulleted list format and either a web link or phone number for further information. Call media Services for more information at extension 6349.

14. *WGCC Radio* - WGCC (90.7 FM) is Genesee's campus radio station. To promote your event on the radio, a Production Order Form must be filled out. This can be attained from the radio station advisor in the WGCC Studio in A327.

15. *The New Courier* - is GCC's [online](#) and [print](#) student newspaper, which comes out one or two times per semester. If you have a large lead time for your event, this is an excellent media outlet to use if you want to attract other students to your event or inform students about your news and opportunities. Students are largely responsible for the reporting and editing of *The New Courier* and should be encouraged to contribute. Contact the student newspaper advisors for more information: Kristine Dassinger at [kdassinger@genesee.edu](mailto:kdassinger@genesee.edu) or Cindy Hagelberger at [cshagelberger@genesee.edu](mailto:cshagelberger@genesee.edu).

16. *Civic Groups Presentations / Announcements* – GCC's faculty and staff are active members of an impressive number of civic, cultural and faith-based organizations. The Rotary, Leadership Genesee, YMCA, YWCA, Kiwanis Club, Lions Club, Chamber(s) of Commerce and GCEDC (Genesee County Economic Development Center) are among the many area groups that might be interested in knowing about upcoming events and opportunities by receiving a related flyer or email. MarCom can provide guidance in contacting these organizations.

### ***GCC Brand Stationery Products***

1. *Business Cards* – All new full-time faculty, administrators and key staff receive business cards in quantities of 250 or 500. Clerical support in each department has been trained to process business card orders through an online website:

<http://secure.duplionline.com/jDOL/servlet/login> and is also available on the [MarCom webpage](#).

You will need to provide your full name, official title, contact information including address, fax number, email address and telephone number with extension. Delivery of cards is approximately two weeks from the date of approval of the final business card proof that is generated by the vendor. The MarCom office pays for the printing fees incurred. (If there is an error due to a mistake on the part of the department, the department must assume the reprinting costs.)

2. *College Stationery* – MarCom designs all new stationery items and ensures the College's brand is properly represented. Each new stationery item must be proofed and approved by intended end-user(s) before printing. All final artwork for stationery items is then sent to the vendor to be posted on the GCC vendor online ordering website. MarCom pays for the initial order for an approximate one-year supply. MarCom reserves the right to decline payment for specialty items.

After the initial design and original order of a new stationery item, Campus Centers re-order their envelopes, letterhead and business cards directly through the online site through the vendor with their individual user ID and password. Re-ordering of letterhead and envelopes is paid for by each Campus Center.

Re-ordering of generic and departmental stationery items is placed by the College's central stock room and is paid for by the College's overhead budget (stock room). Note that this process is subject to change.

3. *Templates* – To ensure the GCC logo and font selection matches the College’s “Beyond Expectations” brand, please begin new documents using the following online templates available under the MarCom webpage available under About Us tab.

- Memo Template
- Generic Letterhead Template
- PowerPoint Template
- GCC Publisher Brochure Template
- Digital Display PowerPoint Template
- Fax Cover Sheet Template

4. *Name Badges* – All new GCC full-time staff who work extensively with the public off campus will receive a courtesy name badge.

- Name badge orders are managed and paid for by MarCom and are generally placed two times a year in January and July.
- Please keep in mind that the intention of the name badge is to provide an employee’s name in easy view, but not their title.
- To request a name badge, please click on the following link and complete a brief for regarding your request: <http://gcc.sharedwork.com/requests>

#### ***Other Resources***

1. *Color Copy / Printing / Scanning Capabilities* – Projects that are managed by MarCom and meet the department’s goals and objectives generally have access to (limited) color printing capabilities. If you require color copies from a final document:

Please send your request to <http://gcc.sharedwork.com/requests>

- Attach your digital file
- Indicate quantity
- Five to seven business days from the time of receipt for delivery
- Quantities over 100 will likely require approval from the MarCom director, and quantities over 500 may be sent off campus, incurring additional expense and time for completion.
- MarCom Printer/Copier is also capable of scanning documents up to 11 x 17”

#### ***GCC Style Guide***

Currently, MarCom is developing a English language Style Guide following the Associated Press (AP) Stylebook for guidelines on grammar, punctuation and factual references to the rules of the English language. With the support of the College’s English Department, the new Style Guide is anticipated in the 2020 spring semester and will be fully accessible online through the [MarCom webpage](#).

#### ***What MarCom Doesn’t Do:***

This is proudly a very short list...



- MarCom does not exclusively update the website. Basic webpage updates and changes can be implemented by following the Help Desk procedures outlined at <http://hd.genesee.edu>.
- For major website revisions or new ideas, contact a member of the College's Digital Communications Group. A full list of members can be found on the [MarCom webpage](#).
- MarCom does not reserve event space. Contact extension 6401.
- MarCom does not book catering services. Contact extension 6258.
- MarCom does not have access to the Copy Center. Contact extension 6201
- MarCom maintains an updated list of community calendars but does not post events or items to them. Contact the MarCom secretary for the most current list of community calendars which is generally more than 4 pages long!
- MarCom will not wash and wax your car, but we will feed your cat and walk your dog for a small fee. 😊