



# A GUIDE TO WORKING WITH THE **STRATEGIC MARKETING AND COMMUNICATIONS DEPARTMENT**

**CT STATE**  
COMMUNITY COLLEGE



The Strategic Marketing and Communications Department is dedicated to amplifying CT State's mission by showcasing the vibrant stories and achievements of our college community. From creative design to strategic communications, we offer a comprehensive range of services tailored to meet the college's diverse needs.

### **Background**

The 12 campus marketing departments were consolidated into one, flat organization on July 1, 2022. This was done, in part, to eliminate competition among campuses and present a single brand identity, while realizing economies of scale when purchasing advertising and pursuing marketing activities.

### **What We Do**

Whether you need branding support, collateral design, web updates, or a news release to achieve your strategic goals, our team of experienced marketing and communications professionals is here to help.

# WHO WE ARE

## **Strategic Marketing and Communications Needs**

Charlene Tappan, Senior Director of Strategic Marketing  
[charlene.tappan@ctstate.edu](mailto:charlene.tappan@ctstate.edu)

## **Graphic Services**

Megan Cacioppo, Director of Creative Services  
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## **Social Media and Web Services**

Vivian Nabeta, Director of Digital Marketing  
[vivian.nabeta@ctstate.edu](mailto:vivian.nabeta@ctstate.edu)

## **Paid Advertising Questions and Public Relations**

Melissa Lamar, Director of Media and Public Relations  
[melissa.lamar@ctstate.edu](mailto:melissa.lamar@ctstate.edu)

## **CT State Newsletters Webinars and Other Organizational Communications**

Alexa Shelton, Director of Organizational Communications  
[alexa.shelton@ctstate.edu](mailto:alexa.shelton@ctstate.edu)

## **Administrative Support**

Christina Scillia-Rivera, Secretary II  
[christina.scillia-rivera@ctstate.edu](mailto:christina.scillia-rivera@ctstate.edu)

## **Appendix A – Organizational Chart**

# OUR AUDIENCES

## **Prospective Students and their Families**

This audience includes adult learners, pre-stop-outs and stop-outs, and traditional high school age students, seeking credit degrees and certificates or non-credit career training. In addition to these prospective students, family members are influential in this decision-making process. This audience also includes those “influencers” who can affect an individual prospect’s decisions.

## **Industry Partners and Influencers**

This audience – industry leaders, legislators and other government officials, community organizations, teachers and school counselors, program advisory board members, higher ed thought leaders – and anyone whose influence could positively – or negatively – affect the college and its campuses.

## **Alumni and Donors**

Alumni and donors are critical to the college’s success and enable many opportunities to build professional networks, advocate for CT State, and help make a difference for our students and our community.

## **Employees**

While employees are generally a secondary audience for the college’s marketing activities, it is important that they are informed of the strategies being deployed, the audiences, the vehicles used, the schedules and the desired outcome.

[Make a Project Request or Submit News](#)



# BUDGETING

The Strategic Marketing and Communications department budgets annually for its plan of advertising and promotion that covers the offerings of the entire college. The budgeting process is iterative and expenses made for the current year are considered for inclusion in subsequent years. Each campus should plan, in cooperation with the college finance team, to set aside a small portion of their budget to support the work of their campus PR/communications activities for items such as local sponsorships, program ads, giveaways, etc. As with other advertising items, even for those paid for by a campus, it is recommended that the Strategic Marketing department review proofs before production.



# SERVICE OVERVIEW

## Branding and Marketing Strategy

We craft compelling multichannel marketing campaigns across all media that enhance the college's reputation and drive recruitment and enrollment. Maintaining consistency in our branding is essential to strengthen our voice and present CT State as a unified, high-quality, diverse and affordable institution. Our goal is to reflect our excellence both within our community and beyond.

[Branding Guidelines and Templates](#)

## Our Capabilities

Our team specializes in a variety of marketing and communication services, including:

### ADVERTISING SERVICES

Our team delivers comprehensive advertising campaigns across Connecticut, as well as parts of Massachusetts and New York. With a strategic focus on digital advertising, we employ a multichannel approach to maximize reach and effectiveness. Our campaigns aim to increase college awareness and boost recruitment, particularly for programs identified by CT State leadership as aligning with high employment demand.

### SOCIAL MEDIA MARKETING SERVICES

We develop and launch paid and organic social media campaigns, alongside Website Services. Our social media guidelines cover CT State practices related to social media, accessibility and account registration. All social media activities should align directly with the college's strategic mission and priorities.

CT State maintains a presence on:

[Instagram](#)

[Facebook](#)

[LinkedIn](#)

[YouTube](#)

[X \(Twitter\)](#)

## SERVICE OVERVIEW *continued...*

### CREATIVE SERVICES

We provide a wide array of graphic services, including:

Banners	Giveaways	Presentations
Booklets	Graphics/Illustrations	Rack cards
Bookmarks	Greeting Cards	Schedules
Brochures	Handbooks	Signage
Buttons/Badges	Invitations	Templates
Calendars	Labels	Tickets
Certificates	Letterhead design	Viewpieces
Digital Signs	Logos	
eCards	Mailers	
Envelopes (business, invitation, reply, window, etc.)	Newsletter layouts	
Folders	Notecards	
Forms	Pocket Guides	
Flyers	Pins	
	Postcards	
	Posters	

Now that we are in our third year of the new CT State brand, it's important that all materials consistently reflect our updated look and messaging. Using the approved branding ensures that we present a unified and professional image to our audiences. To make this easier, digital letterhead templates are available on our [Marketing Services webpage](#) as well as an [order form for branded envelopes](#) and [name badges](#). The department also provides an [email signature generator](#) on the college website, in order to ensure that all of the elements of an effective signature are included, and that brand guidelines are met. All employees are encouraged to use a generated signature.



## SERVICE OVERVIEW *continued...*

### **MEDIA AND PUBLIC RELATIONS SERVICES**

Media and Public Relations interacts with members of the news media to tell the CT State story. They manage the college's reputation by maintaining a positive community profile, which includes gaining coverage of the college's many newsworthy programs, people, projects and initiatives.

The following services (in collaboration with campus representatives) may be provided to the news media:

- Crisis updates
- Discussion of news story ideas
- Tours of the campuses
- Setting up interviews with education experts
- Organizing special media events

Priority is given to news that impacts multiple campuses or holds significant media interest. Emergent stories and those that are deadline driven will be prioritized.

### **ADDITIONAL MEDIA/PUBLIC RELATIONS SERVICES**

- Media advisories
- Media releases
- Press conferences
- PSAs
- Op-ed review
- Spokesperson and media training
- Crisis communication and issue management

### **NEWS COVERAGE AND PROMOTION SERVICES**

We develop and launch both digital and traditional media strategies, ensuring that the college's achievements are shared with both internal and external stakeholders. Our team is committed to building strong relationships with the media to responsibly promote CT State, inform the public about policies and share general news.



## SERVICE OVERVIEW *continued...*

### **WEBSITE AND CONTENT MANAGEMENT SERVICES**

Our team of web professionals supports the CT State website, handling website management, design and search engine optimization (SEO, AIO). We maintain ctstate.edu, develop new web content and assist faculty and staff with our content management systems.

# STRATEGIC CAMPAIGN PLANNING

Promotion of new or existing programs, services, college-wide events, etc. often require a complex campaign, comprising multiple marketing vehicles, to best reach varying audiences.

To access marketing services to support a complex campaign, please submit a Job Intake Form with as much detail as available to initiate campaign planning. A member of the Marketing department will reach out to schedule an exploratory meeting. Please be prepared to discuss:

- Project overview and goals
- Budget
- Timeline
- Required components
- Approving authority
- Project partners
- Project resources

The more complex a campaign is, the more time it will require to execute and deliver. When requesting campaign planning, please allow sufficient time for an introductory meeting, design and production, printing (if applicable), media planning and placement, as well as multiple rounds of approvals.

A collage of design-related images including a circular chart, a line graph, a 3D pyramid, and a hand-drawn sketch of a hand, all in a teal and blue color palette.

# CREATIVE SERVICES

Creative Services functions as an in-house agency, and our mission is to protect and project the CT State Community College brand. Our job is to ensure all communications are well-designed, on-brand and consistent. We're responsible for developing and executing brand creative through a singular one-college lens.

Creative Services works closely with campuses to ensure correct brand adoption through a system of templates, guidelines and an asset library. The templates include such items as brochures, flyers, invitations, social media assets, digital signs and other common collaterals.

Creative Services is responsible for leading design on college-wide projects such as those specific to program promotions (credit and non-credit), enrollment campaigns, recruitment materials, support services and resources collateral, and college-wide special events.

For events and initiatives that are campus-specific, it is intended that a Campus PR/communications coordinator would fulfill those design requests. Such examples include producing documents such as reports, event programs, invitations, presentations, social media graphics, flyers or other collateral that support campus-specific goals. CT State Creative Services has created templates and guidelines to support requests a Campus PR/communications coordinator may receive.

## *Team Members*

Megan Cacioppo, Director of Creative Services

Bryan Bonina, Graphic Designer II

John Mik, Graphic Designer II

Cynthia Schick, Graphic Designer II

Duc Tinh, Graphic Designer II

Eric Campbell, Graphic Designer I

Mike Wasik, Graphic Designer I

## CREATIVE SERVICES *continued...*

Requests for creative services can be initiated by submitting a [Job Intake Form](#).

The Creative Team offers a collection of professionally designed Canva templates to help faculty and staff create high-quality, on-brand materials with ease. These customizable templates include social media graphics, event materials and other promotional assets that align with the college's visual identity guidelines. By using the provided Canva templates, departments can save time, maintain consistency across communications and ensure that all materials reflect CT State's professional and polished image. To use the templates, a free personal Canva account must be created unless users already have one. The template links will guide users through the process.

Any marketing materials that are expected to have wide impact or a long shelf-life should be submitted to the Strategic Marketing and Communications department, via a ticket, for design. It is critical that these types of items be reviewed for brand standards, editorial style, applicability to other campuses, and coordination with other existing promotional activities. Some examples include transit ads, billboards, giveaways, enrollment promotion and signage.

Any item that contains a college or campus logo, and which has associated costs to produce, must be reviewed by Creative Services. These include giveaways, "merch", signage, displays, etc. The use of a campus or college logo by a partner organization should also be submitted for review.

The list in the right column is a sampling of projects the Creative Services team produces. Many of these projects are available via the [Marketing Asset Library](#) for campuses to use and distribute. The Marketing Asset Library is updated on an ongoing basis.

### ANNUAL CAMPAIGNS

- General Branding
- Registration (Fall, Winter, Spring, Summer, accelerated)
- Graduation Application
- Stop-Out
- Open House
- Enrollment Days
- Free Tuition
- Community College Month
- Nurses Week
- Legislative Session

### STATIONARY

- Digital Letterhead for Campuses, Presidents
- Envelopes
- Forms

### COLLATERAL

- Academic Program Sheets
- Academic Fact Sheets
- Support Service Flyers and Brochures
- Commencement Materials (Programs, Save-the-Dates, Invitations, Tickets, venue graphics)
- Recruitment Accepted Student Packet
- Recruitment Pull-Up Banners and Table-Top Displays
- Recruitment Posters
- Recruitment Viewbooks (English and Spanish)
- International Recruitment Viewbooks (English and Spanish)
- College-wide Special Events Materials



# ADVERTISING

CT State conducts all college- and region-wide advertising activities in collaboration with Enrollment Management and Cabinet leadership. The institution's advertising strategy is primarily digital but may include other media as needed to support broader initiatives. Advertising decisions are based on the strategic plan and enrollment plan, as well as data, evidence, strategic alignment with institutional goals, in addition to state directives and initiatives and program sustainability.

## **Advertising Strategy and Focus Areas**

CT State's advertising efforts focus on:

- General awareness
- Enrollment events
- Registration periods
- Workforce development
- Select programs identified by leadership

The institution primarily uses digital and programmatic advertising (impressions allocated by market area when possible), IP targeting, paid social media, streaming TV and streaming radio. In some cases, other media are selected to reach audiences, such as billboards and transit. Purchases are guided by factors such as reach, target audience and expected impressions.

## ***Team Members***

Charlene Tappan, Senior  
Director of Strategic Marketing

Melissa Lamar, Director of  
Media and Public Relations



## ADVERTISING *continued...*

### Campus-Level Advertising

Any campus-level advertising must align with the institution's broader strategy. It is also important to note that while advertising can generate leads, its effectiveness relies on strong follow-up from campus Admissions and Recruitment teams. It should also not be used to replace routine outreach to high schools.

### Spending and Approvals

Campuses and functional areas seeking to place paid advertising are asked to define why they need advertising that isn't covered by CT State's statewide campaign strategy and to provide evidence and rationale for why they would like to use media outside of this scope, when they plan to advertise, and how much it will cost. This should optimally be part of the campuses' annual planning that is undertaken prior to any budget planning so that the campus can request additional budget, if needed.

### Alignment with College Brand Standards

All advertising must comply with CT State brand guidelines, including logos, colors, fonts and tone. Independent branding or logos are not permitted at the campus level. The college's brand guidelines can be found at <https://ctstate.edu/marketing-tools#guidelines>.

### Purpose and Scope of Campus Advertising

Campus advertising should focus on:

- Promoting local events, workshops, and open houses
- Supporting recruitment efforts through community outreach and partnerships
- Select program advertising, if programs are unique to the campus

### Clear Identification

All advertising must clearly identify the college name, using correct naming conventions (e.g., "CT State Community College Gateway" or "CT State Gateway").

## ADVERTISING *continued...*

### Coordination with CT State Strategic Marketing

All advertising plans involving paid media (radio, print, digital) must be submitted to CT State Strategic Marketing for review and approval before a vendor executes creative production.

Campus leaders may not purchase TV, radio, transit, billboard or social media placements that could conflict with central marketing campaigns. Local advertising should be limited to grassroots or hyper-local outlets such as:

- Community newsletters/emails/booklets
- Community sponsorships
- Campus banners
- Social media posts
- Other local media which CT State is not utilizing as part of its strategy

Coordination is important to avoid conflicts, such the campus and CT State Strategic Marketing team competing with each other on price for the same ad space in some instances.

### Messaging Guidelines

Messaging should emphasize accessibility, community and student support. Avoid any language that portrays one campus as superior to another.

### Tracking and Reporting

Campuses should track the performance of advertising campaigns and report results to CT State Strategic Marketing.

No advertising should be issued in response to a crisis or sensitive issue without direction from CT State Strategic Marketing.

# PROMOTIONAL ITEMS

The Strategic Marketing department keeps a small inventory of promotional items on hand (“swag”) for use by the college and campuses. The items vary, as do the amounts available. To access, submit a request via the Marketing Job Intake Form. The Enrollment Management team also supplies the Recruiters and One Stop Enrollment Center teams with giveaways intended for prospective students and their influencers. Campuses and departments interested in ordering customized giveaways should contact Strategic Marketing for additional information. In most cases, it would be expected that these areas would pay for their own giveaways.

The college also offers an online store where college-branded sportswear (“merch”) can be purchased by employees. Details can be found at [Online Store | CT State Community College](#).



# MEDIA AND PUBLIC RELATIONS

CT State has formal media guidelines. Please know that any inquiries posed to campus leadership or other staff are expected to be treated as the highest priority. CT State's prompt response to the media – or lack of – could affect the college's relationship with a reporter or even a news outlet.

The Media and Public Relations area of Strategic Marketing and Communications is the point of contact for communicating with media to ensure effective and appropriate communication that maintains the college's reputation, ensures consistency in messaging, and includes important points and college initiatives/news. Those interested in initiating contact with media should contact the Director of Media and Public Relations first.

All media inquiries should be directed to the Office of Media and Public Relations. Faculty and staff are encouraged to notify the office immediately upon being contacted by a journalist or reporter. If contacted directly, politely inform the media representative that you will connect them with Media and Public Relations. Prior to any media engagement, faculty and staff should consult with Media and Public Relations for assistance with key messages, talking points and anticipated questions.

## *Team Member*

Melissa Lamar, Director of  
Media and Public Relations

## [Appendix B – Mass Media and Communications Guidelines](#)

## MEDIA AND PUBLIC RELATIONS *continued...*

The Director of Media and Public Relations is available to provide guidance on any campus-specific press events that are planned. While not expected to have primary responsibility for the event, she should be kept informed of all logistics, including date, time, location, invited guests, internal guests, program and audience. On occasion local or national dignitaries may visit the college or a campus. While there may be no press coverage planned, It is still recommended that the Director of Media and Public Relations be notified, in the event that press interest is generated. Broader, more college-focused press events will be coordinated out of the MPR office.

### News Releases

- Requests for college-wide event news releases should be submitted 4-6 weeks in advance to ensure timely media coverage.
- Campus media releases announcing programs, achievements, etc., should build in at least 4-6 weeks as well, for planning, drafting and review, and release, which is sufficient time for media outlets to gather research for a story.
- Campus post-event news should be issued as soon as possible, preferably within 24 hours of the event.
- Campus news which may have similar news from other campuses (e.g. program licensure exam pass rates, military-friendly designation, Coca-Cola Scholars, Phi Theta Kappa) should be elevated to Strategic Marketing for consideration.

The college generally does not promote ranked lists or publicity that may favor one campus over others.

For grants or MOAs with marketing commitments, contact Strategic Marketing before submitting, preferably during the draft stage.

### Stories

At various times during the year, Strategic Marketing may reach out to campuses to identify students, alumni or college employees whose story may help promote the college. Examples include commencement, Community College Month, career months, etc. Timely contributions from the campuses are an important part of promoting accomplishments.



# MEDIA AND PUBLIC RELATIONS *continued...*

## Announcements

- All new credit programs will be announced centrally by CT State.
- Grants over \$1 million will be announced centrally unless otherwise justified.
- Construction of \$1 million or more to be announced centrally.
- CT State, not the campus, will announce leadership positions that report directly to CT State.
- If CT State holds a significant event on a campus that involves other campuses, CT State will coordinate the announcement with the campuses.

## Campus-Specific Information

A campus is responsible for local communications efforts consistent with CT State branding and goals. Key responsibilities include:

- Developing and distributing press releases
- Managing campus social media
- Maintaining relationships with local media
- Coordinating local website and e-newsletter content
- Supporting campus events and community outreach
- Producing program ads, event flyers and other collateral materials with a local reach

These activities should be coordinated with CT State staff as necessary.

Strategic Marketing may have news release templates that can be used by campuses (e.g. dean's list, graduates). They can be found on the [marketing tools webpage](#). For assistance with developing additional templates, contact the Director of Media and Public Relations. For questions or to submit promotion plans, contact CT State Strategic Marketing.

## College Newsroom

CT State maintains [news.ctstate.edu](https://news.ctstate.edu), a standalone website dedicated to showcasing our community's stories. This site serves as the central hub for all college news, including press releases, campus updates, student success stories, faculty achievements and alumni highlights. The newsroom site is designed to make it easier than ever to stay connected to what's happening collegewide. In addition to housing original content, it seamlessly feeds stories into our main CT State website, ensuring that news is accessible to all site visitors.

# ORGANIZATIONAL COMMUNICATIONS

Through the use of internal emails, the Director of Organizational Communications shares messaging from the president, provost, DEI, shared governance and more. Messaging is primarily sent to an audience of employees and, at times, students. The office also has the means to communicate externally with partners outside of CT State.

## *Team Member*

Alexa Shelton, Director of  
Organizational Communications

College communication vehicles include:

- **CT State News:** Regular internal newsletters share important updates with the college community.
- **Webinars:** Covering broad updates and specific topics like course substitution forms and the honors program.
- **CT State Announcements:** Sent to the college community from various stakeholders, including shared governance, employee updates, and emergency communications.

Hundreds of emails have been shared with the CT State community. We are still in the process of fine-tuning communications in hopes of limiting and balancing the number of emails that reach employees' and students' inboxes each day.

## **Newsletter Articles**

Current and relevant content for CT State News can be submitted at any time. Photos should be accompanied by a caption, including identification of the subjects when possible. The article or blurb may not appear in the next issue of the newsletter. The cadence of the publishing timeline can depend on the number of articles that may have already been submitted as well as forthcoming news from leadership.

# ORGANIZATIONAL COMMUNICATIONS *continued...*

## Announcements/Updates

Content for emails should be sent to the Director of Organizational Communications ideally 3-4 days in advance of the desired release date, emergent messaging aside. The content should include the audience, send date and time, subject heading and the email address that it should come from (CT State Announcement, CT State President, CT State Shared Governance). Any messages that are sent must come with the approval of the Chief of Staff, Provost or an AVP.

A draft will be created in the Strategic Marketing department's email software, Publicate. The draft will undergo an internal revision process, and then the draft will be sent to the author. Once the author has approved the draft, it will be sent to the audience.

## Available Lists

- For employees, we have access to lists for individual campuses as well as a distribution list that goes out to all employees that is based on campus lists. Additionally, there is a distribution list for employees based out of New Britain.
- For students, we can send to individual campuses and the entire student body (for-credit).
- For any outside partners, the email addresses would need to be provided in an Excel sheet.

## Best Practices

Messages have the highest success rate when sent Monday through Thursday between the hours of 9 and 11 a.m. or 1 to 2 p.m. Only one message should be sent per day; ideally, they will be spaced out over a few days.

## Campus Communications

Communications to a campus by campus administration should be handled in-house by presidents and deans.

Campuses should continue to maintain access to their local employee and student distribution lists and use them as applicable. CT State's access to local mailing lists is not intended to replace campus-level communication but, rather, to facilitate communication from the college office and leadership team.

## Webinars

College-wide webinars can be facilitated by the Director of Organizational Communications. Alternatively, guidance can be provided to those wishing to conduct and manage their own webinars.

## ORGANIZATIONAL COMMUNICATIONS *continued...*

### Online Email Archive

The [CT State Email Archive](#) is a SharePoint site that keeps a copy of all emails sent to faculty and staff by the President and Provost, as well as communications like CT State announcements, Shared Governance communications and CT State News. The information is categorized and is searchable via keywords. The emails are uploaded and managed by the Director of Organizational Communications, but it's important to note that while the marketing department may release and archive the information, the department does not own the information itself.

## MEDIA AND PUBLIC RELATIONS *continued...*

	CT State News	Provost's Office Perspective	Office of the President	CT State Announcement	President's Posts
Frequency	Weekly, or as needed (may get bumped for other news)	Monthly, 1 <sup>st</sup> Tuesday of the Month	As needed, at least once a month	As needed	Monthly, historically, towards end of the month
Responsible Party	Director of Organizational Communication	Provost	President, Chief of Staff	Chief of Staff, Provost	Chief of Staff
Content	General campus updates, events, college notifications	Updates on Academic Affairs, Student Affairs, Workforce Innovations	Varied, may include emergent or topical messages, staff changes, and more	Varied, may include general announcements, periodic videos and emergent messages	Monthly updates, may include videos



## MEDIA AND PUBLIC RELATIONS *continued...*

	Curriculum Updates	Shared Governance	Human Resources	DEI
Frequency	Mon/Tues after meetings held 1st Friday of the month	2 <sup>nd</sup> Tuesday of the month	Thursdays	Once a semester and as needed
Responsible Party	Provost/ Academic Affairs	Senate President	VP of Human Resources (sent by HR)	VP, DEI
Content	Curriculum proposals reviewed by Statewide Discipline Councils at monthly meeting	Recap of Shared Governance monthly meeting	Weekly Updates	Updates on DEI initiatives



# DIGITAL MARKETING

The Digital Marketing team provides web and social media support to the college by maintaining our web presence and informing the public about relevant events and activities happening on and off of our campuses.

## *Team Members*

Vivian Nabeta, Director of Digital Marketing

Richard Hubbard, Assistant Director of Web Services

Yvonne Page, Web Content and Accessibility Coordinator

Kenneth Colangelo, Web and Technology Specialist

Marlon Fudge, Web Services Associate

Jazzminda Acevedo, Social Media Coordinator

## DIGITAL MARKETING *continued...*

### Social Media

Each campus has local social media accounts; whether they are active or not is the decision of the campus. However, each campus is asked to provide to the digital marketing team a list of all local accounts, as well as the name(s) of the campus employees who manage the accounts.

The Social Media Coordinator should be given access to any main campus account, as well as those of college office functional areas. It is important that the Strategic Marketing department be granted and maintain access to these accounts, in the event of an emergency. The SM Coordinator will not post on a campus account without notifying the campus owner.

Securing and identifying the social media coordinator for each campus is critical for a successful social media program across CT State. At this time, each campus handles social media responsibilities differently. The department is aware of some people on select campuses, but not all of them. Having all involved parties' names and contact information makes coordination, cross-posting and other online activities easier. Furthermore, the campus coordinators – members of the college's "Social Squad" – can serve as liaisons between campuses and the Strategic Marketing department, assisting in exchanging ideas and information.

Each campus is responsible for managing local event coverage, e.g. enrollment events student activities, open houses, info sessions, alumni news and other campus-specific events and activities.

Faculty and staff are encouraged to submit news for use on CT State's social media accounts. For example, receipt of a prestigious grant award, a high-profile person visiting your campus, a special student achievement, etc. The submission form can be found via this link:

<https://ctstate.edu/marketing>. The SM coordinator meets regularly with the "Social Squad" to share upcoming campaigns, social media best practices, and information that will mutually benefit the college and campus social media followers.

While the college SM coordinator follows the main campus accounts, there may be occasions when a local post should be amplified at the college level. To ensure that this happens, the campus PR/communications coordinator should tag the official CT State accounts when posting. Tagging the college main accounts makes it easier for the Social Media team to view, share and highlight posts for a broader statewide audience, helping amplify significant campus achievements and initiatives.

It is the responsibility of the campus PR/communications coordinator to keep a log of social media accounts linked to the campus and their "owners", and to be proactive in ensuring that dormant accounts are sunsetted.

## Website and Content Management

The CT State website is an “enrollment-first” platform, designed primarily to help prospective students find the resources and support they need to join our community. It is the electronic gateway to the college and, as such, is the most important public-facing communication vehicle.

### WEB SERVICES

- Accessibility
- Announcements
- Image galleries
- Usability
- Web banners
- Web forms
- Web interfaces
- Web organization
- Web pages
- Web planning/strategy
- Web/programming
- Web updates

Website content is managed centrally, with functional areas collaborating across campuses to provide and maintain their presence on the college website.

Each functional area works directly with the Web Content and Accessibility Coordinator to update their pages. Requests for new pages can be made using the Website Updates form. New web pages or content needed as a result of a larger marketing campaign will be incorporated in the strategic campaign plan.

Each campus has a presence on the college website. Campus-specific updates should be coordinated through the local campus PR/communications coordinator or other designee, who will work with the Web Content and Accessibility Coordinator on updates and edits.

Anyone finding an error or omission on the college website can report it to the Web Team via a web ticket.

- **Submit Web Requests:** Please use our online project management system to ensure that your project is properly tracked and managed. This is the most efficient way for us to receive and prioritize requests. It can be found <https://ctstate.edu/marketing-requests>.
- **Promote Campus Events:** The web team maintains a college-wide online events calendar. Faculty and staff are encouraged to use it for public-facing events like information sessions, art exhibitions and other special events. The calendar can be accessed at <https://calendar.ctstate.edu/submit/>

# PHOTOGRAPHY

The Strategic Marketing Department does not have a photographer on staff. Occasionally, a member of the Marketing Department may be able to take photos whose use will meet a college-level need.

The Marketing department uses digital asset management software, called PhotoShelter, to organize and archive photos. Campuses and functional areas are encouraged to submit photos that can be stored in PhotoShelter. Data needed to accompany photos includes: name of event, date, campus (if applicable), subject(s) and caption. Photos submitted to Marketing may be used for social media, advertising, presentations, internal communications, reports and other college assets and activities.

Any photos taken overtly for advertising purposes require a Photo/Video Release to be completed by the subject(s) and submitted to Strategic Marketing with the photos. Photos taken at public college events are covered by the Photo/Video Policy in the college catalog.

## [Appendix C – Photo/Video Release](#)

While it is recognized that all photos used to promote CT State’s programs and services cannot demonstrate the breadth of our diversity, every effort should be made to exhibit diversity across the range of assets and content. That diversity should not be aspirational; rather, it should accurately display the college’s current demographics.

For video requests, please contact CT State Middlesex’s Center for New Media.

The use of AI “photos” or illustrations is prohibited for all paid and unpaid promotional use. Whenever possible, actual photos of CT State students, employees, locations, etc. should be used. There may be occasions where stock photography is the best choice for photography and illustration. The Strategic Marketing department has a subscription to Getty Images, and there are a number of free stock photography services, as well as a library in Canva, that campuses and departments can use. College employees are also prohibited from using AI-generated content to promote programs and services on their personal social media accounts.



# PRINTING

Members of the Creative Service team can prepare design jobs for printing either by the college's Publication Service department or by outside printers.

Contact Publication Services directly at [amie.fanning@ctstate.edu](mailto:amie.fanning@ctstate.edu) to learn about their capabilities and to arrange for their services.

Anyone wanting to have something printed commercially, and who needs assistance, can reach out to Creative Services.



## ADDITIONAL SERVICES

Various members of the Strategic Marketing department are available to provide editorial support. Please submit a Job Intake Form to access the following services:

- Communication audits
- Copywriting
- Scripting
- Proofreading
- Editing