



Lewis-Clark State College Advertising Planning, Policies and Procedures

Developed by:
LCSC Advertising Core Team (ACT)

Approved and Released by:
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Revision 1.0: August 5th, 2003

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1.0 INTRODUCTION:

The overall goal of advertising at Lewis-Clark State College is to recruit new students, recruit transfer and returning students, and the retention of existing students. With this overall goal in mind, Lewis-Clark State College created an advertising team structure to oversee and manage the advertising functions within the college. The primary group responsible for advertising activities at LCSC is the Advertising Core Team (ACT).

The ACT provides advertising guidance, management and execution in support of the college's Strategic Enrollment Management (SEM) goals and initiatives. To accomplish this goal, the ACT has several primary responsibilities. The primary responsibilities include:

- **Planning:** The ACT is responsible for immediate and long range planning with regards to brand advertising at Lewis-Clark State College. The ACT works directly with representation from the Office of Recruitment and Retention and the college's advertising agency to assure that advertising plans alignment with recruitment and retention goals, and can be accomplished within existing budgets and constraints established by the college.
- **Advertising Review and Approval:** The ACT has primary responsibility for all "campus level" brand advertising, and secondary responsibility for all Program/Division specific advertising. For campus level advertising, the ACT works directly with the college's advertising agency to develop, review, and approve all advertising campaigns. For program and division specific advertising, the ACT will accomplish a review of the campaigns to assure they comply with established advertising policies and guidelines, and to provide any recommendations for improvement.
- **Policies and Guidelines:** The ACT is responsible for the development of policies and guidelines to assure that advertising campaigns at all levels of the college are consistent, and promote the image and message that the college is attempting to convey. Policies and Procedures established by the ACT must be approved and sponsored by the Advertising Executive Committee for implementation. The ACT enforces compliances with these guidelines and policies across the campus.
- **Awareness:** It is the goal and responsibility of the ACT to create awareness across the LCSC community of the policies, guidelines, and benefits of a standardized and consistent advertising image. The goal of this awareness is assure that LCSC has a consistent and professional image and message to all stakeholders and personnel internal and external to the campus.
- **Coordination:** While advertising on campus will continue to be initiated at several levels, depending on whether it is branding or focused advertising, a central body is needed to coordinate volume purchase agreements and contracts on behalf of all advertising at LCSC. This coordination is needed to assure that the college is getting the best possible advertising possible with limited funds. It will be the responsibility of the ACT to coordinate, negotiate, and implement these advertising agreements with various media agencies ... and to inform all advertisers at LCSC of these agreements.

This document is intended to address these primary areas of ACT responsibility, and to provide guidance and direction for all personnel at Lewis-Clark State College who are involved in the sponsorship, development, and delivery of advertising campaigns at either the campus or division/program level.

2.0 ADVERTISING SCOPE AND DEFINITION:

Advertising at any organization and institution can take on varying degrees of scope and responsibility. For Lewis-Clark State College, advertising will focus in three primary areas, although it is clearly understood that anything done to promote the college and/or provide brand exposure of the college is in essence advertising. These examples, however, fall under 3 larger categories. These categories are:

- Traditional Advertising and Marketing: This area refers to all standard advertising campaigns that are accomplished via television, newspapers, banners, billboards, radio spots, brochures, etc. These advertising campaigns are normally accomplished with the sole purpose of promoting the college, providing name recognition, and to accomplish the primary goal of advertising which is to recruit and retain students. This advertising can be for the overall college or for a specific division/program within the college.
- College Communications: College Communications deals with publicity and press releases. Items within this category are generally accomplished to educate the public and college stakeholders as to actions, accomplishments, and activities that are occurring on the campus. These communications and press releases, however, whether positive or negative information, provide a powerful opportunity to showcase the values and strategic vision of LCSC.
- Online Technology: Promoting the college via online technology is a powerful way to reach target audiences that are outside of the general advertising area. Via the college's website at www.lcsc.edu, and the student portal at www.lcwarriormail.com, the college can be promoted and students recruited and retained. Guidelines for web sites at LCSC are included in Section 7.0 of this document.

In addition to these three major categories of advertisement, the Advertising Core Team will have responsibility over three primary media types, and separate and unique guidelines will be identified for each. These media types include:

- Print/Graphics: This includes all advertising that is in print (hardcopy or online) including all publications, newspaper & magazine advertisements, bulletin boards, web advertisements, catalogs, etc.
- Audio: This includes all advertising that is limited to audio and primarily includes radio spots or audio spots that are accessible via the college website.
- Video: This includes all full motion video and related advertising that is primarily associated with television advertising, but can include videos used in recruitment campaigns/presentations and online streaming video clips.

Advertising at Lewis-Clark State College will have 2 primary roles and purposes. These two purposes are:

- Brand/Position Advertising: Brand/Position advertising is accomplished to provide overall name recognition for Lewis-Clark State College, and to provide an overall promotion of the college, the college experience, and the opportunities available by attending LCSC. This advertising is also used to identify LCSC as a critical member of the local community.
- Impact Advertising: Impact advertising is advertising which is intended for a specific program, division, or other focus area such as an academic term. This advertising is accomplished at a specific and well-defined time and focused on a particular target audience. Examples of "Impact Advertising" include:
 - Advertising accomplished specifically to encourage students to enroll at LCSC for the Fall Semester.

- Advertising accomplished specifically to encourage students to enroll in the Technical and Industrial Programs at LCSC.

3.0 LCSC ADVERTISING TEAM STRUCTURE:

Lewis-Clark State College has a multi-tiered advertising management structure. The three primary levels of this structure and membership are:

- Advertising Executive Committee:
 - President, Lewis-Clark State College
 - Chief Technology Officer and Director of Information Technology
 - Director of Auxiliary Services

- Advertising Core Team:
 - College Communications Coordinator (FULL MEMBER and Team Coordinator)
 - Director of Auxiliary Services (FULL MEMBER)
 - Director of Recruitment and Retention (FULL MEMBER)
 - Associate Director of IT Media Services (FULL MEMBER)
 - College Web Master (FULL MEMBER)
 - College Advertising Agency Representative (FULL MEMBER)
 - Dean of Community Programs
 - Dean of School of Technology
 - Dean of Academic Programs

- Advertising Support Team:
 - Lewis-Clark State College Division Chairs
 - Lewis-Clark State College Web Master (IT Department)
 - Associate Director of IT Media Services
 - Recruitment & Retention, High School Liaison
 - Other members as required

The responsibilities of these three levels of the advertising management at Lewis-Clark State College are as follow:

Advertising Executive Committee: The role of the Executive Committee is to provide overall guidance and direction to the Core Team, to oversee the establishment of the strategic goals and direction of the college with regards to advertising, and to officially approve and implement (sponsor) Core Team decisions and policies related to LCSC advertising. The Executive Committee has final say on any decisions made by the Core Team. As noted, sponsorship of any policies and guidelines for advertising will be officially accomplished by the Executive Committee so that these policies and guidelines are implemented campus-wide, and have support at the highest level of the college.

Advertising Core Team: The roles and responsibilities of the Core Team are outlined in Section 1.0 of this document, but are summarized below:

- Develop and document Lewis-Clark State College policies and procedures with regards to campus-wide and program specific advertising
- Plan and implement campus level advertising and marketing campaigns which maximize LCSC's return on investment for the college's advertising budget
- Review and provide guidance on campus-wide and program/division specific advertising campaigns presented to them for evaluation
- Identify and promote innovative (out of the box) as well as traditional advertising strategies to assist Lewis-Clark State College in achieving its strategic enrollment and growth objectives
- Coordinate and implement volume advertising agreements and contracts with media agencies, benefiting all areas of campus advertising.

Advertising Support Team: The Advertising Support Team includes any and all individuals which may be involved in the creation, implementation, and support of advertising recommendations that are reviewed by the Core Team and approved by the Executive Team.

4.0 LCSC ADVERTISING PLANNING:

Campus wide advertising planning at Lewis-Clark State College is a continual process with members of the ACT working closely with the college's senior management, and Division of Recruitment and Retention to identify target groups, establishing advertising goals, and developing and approving advertising campaigns to achieve these goals. This planning will have a four year focus.

Future year plans will be general and will provide broad guidance to the team and to the Lewis-Clark State College Advertising Agency with regards to the overall direction that the college is trying to take. Current year planning will include detailed analysis of and planning for the college's recruitment and retention goals as established by the Strategic Enrollment Management (SEM) team.

Figure 1 is a graphical representation of the annual Advertising Core Team planning cycle which will be executed. As is apparent in the figure, the red arrows on the inside of the cycle indicate the planning periods for the ACT, so that timely guidance can be developed and provided to assure that the appropriate advertising campaigns can be developed and implemented. The black arrows along the outside of the cycle indicate the timeframes with the specific advertising campaigns will take place.

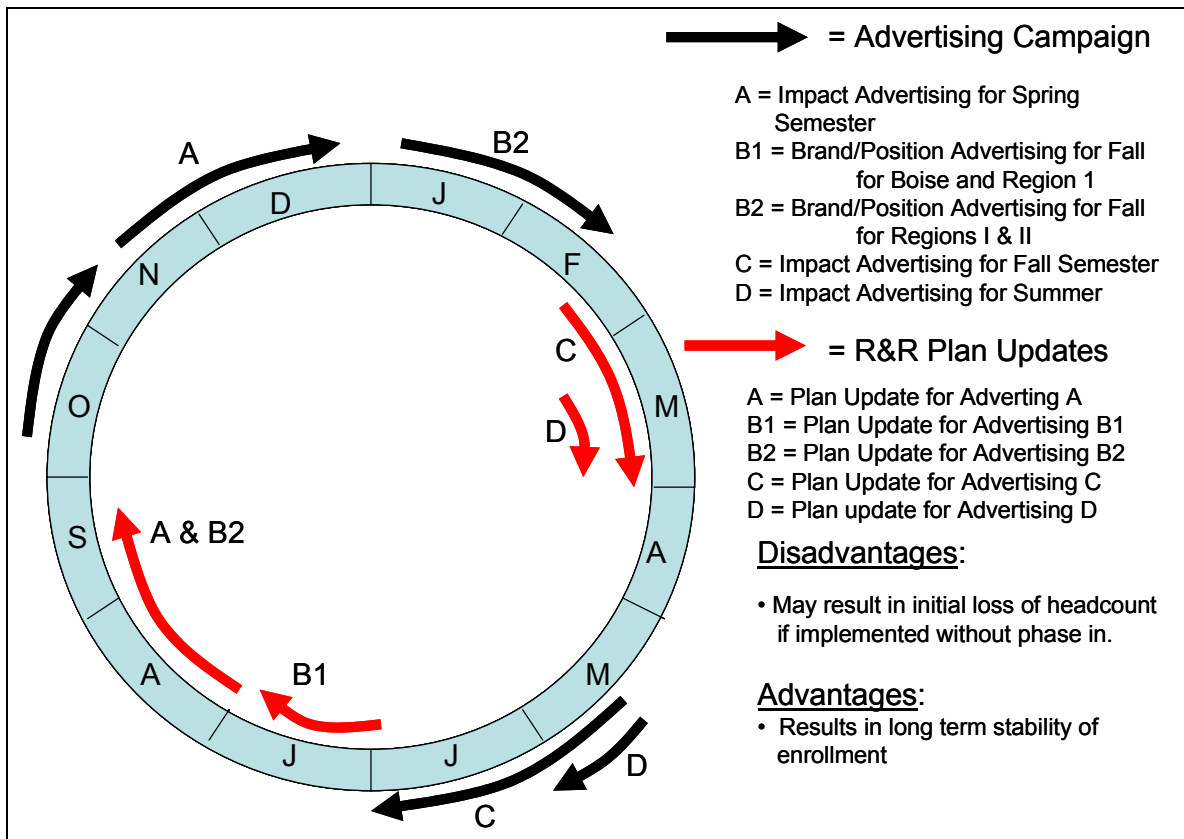


FIGURE 1: LCSC Advertising Planning Cycle

Example:

- (RED ARROW – C) Between mid-February and late March (each year) the Advertising Core Team will work with Recruitment and Retention (R&R) to update the recruitment and retention goals for the Fall Semester and the overall advertising objectives to accomplish these goals. This information will be provided to the college's advertising agency so that an advertising campaign can be developed.
- (BLACK ARROW – C) Between May and June (each year) the advertising and marketing campaign for Impact Advertising for the Fall Semester are accomplished, based on the guidance from.

All decisions made regarding Advertising Planning and Direction will be documented in the ACT Meeting Minutes and published. The LCSC Advertising Agency will take direction based on these minutes and guidance provided at the ACT meetings. No other formal documentation or guidance between the ACT and the Advertising Agency is required.

NOTE: All advertisement guidance and planning (as noted) is based on overall strategic enrollment goals established and documented by the Division of Recruitment and Retention and the Strategic Enrollment Management (SEM) team, and on specific direction provided by the President, LCSC and the President's Cabinet.

5.0 LCSC ADVERTISING DEVELOPMENT, REVIEW & APPROVAL:

In addition to overall planning and approval for the college's overall advertising campaigns, the ACT is also responsible for the review of all Division/Program specific advertising to:

- Assure that all Division/Program specific advertising complies with the overall policies and guidelines established by the ACT and implemented/sponsored by the Advertising Executive Committee and the LCSC President. These policies and guidelines are documented in Section 6.0 of this document.
- Provide constructive feedback and recommendation for Division/Program specific advertising content which might increase the impact of the advertisement, and help the advertisement exceed client expectations.

The ACT is not responsible for individual help and assistance in developing specific advertising campaigns. Individual members of the ACT, however, will assist LCSC divisions and programs develop advertising as part of their specific assignments outside of the ACT.

Division/Program Specific Advertisements: Division/Program specific advertisements are those advertisements which focus on a specific division or academic/extra-curricular program. The goal of these advertisements is to create awareness and promote enrollment in the particular program via direct and impact advertising.

Personnel and departments involved in the development of and implementation of program specific advertisements are responsible for:

- Developing the advertisement and coordinating with the ACT regularly for guidance, recommendations, and awareness
- Assuring that all advertisements developed for the division/program comply with all standards outlined in this document
- Submitting the advertisement to the Advertising Core Team for review and evaluation prior to implementing it. Personnel involved in these advertisements are highly encouraged to work directly with the ACT throughout the planning and development of the advertisement, rather than waiting and simply forwarding the advertisement to the ACT for review.
- Providing a copy of all approved and final advertisements to the Lewis-Clark State College Office of Admissions, the Office of Recruitment and Retention and the SUB Information Desk so that they are familiar with all advertisements and have appropriate contact information.

Campus-Wide Advertisements: Campus-wide advertisements are those advertisements which focus on the general enrollment at Lewis-Clark State College, with the overall goal of increasing overall enrollment. The campaigns are primarily branding and positioning, rather than on impact advertising for a specific narrow program or division.

Personnel involved in the development of and implementation of these advertising initiatives are normally limited to the members of the ACT and support personnel. These individuals are responsible for:

- Developing the advertisement and coordinating with the LCSC advertising agency to assure that the advertising campaign coincides with recruitment and retention short and long term goals.
- Assuring that all advertisements developed for the division/program comply with all standards outlined in this document
- Reviewing the advertisements with the Advertising Executive Committee for approval, as these advertisements focus on the overall image and vision of the college

Submitting Advertisements of ACT Review: As noted above, the ACT is responsible for the review of all Division/Program specific advertising to make sure that it meets the standards and guidelines set forth in this document, and to offer suggestions. To submit a planned advertisement to the ACT for review, the advertiser is to:

1. Contact the Office of College Communications and get on the agenda for the next ACT meeting to present, review, and discuss the planned advertising.
2. Send a copy of the proposed advertising to each Full Member of the ACT at least 3 days in advance of the ACT meeting, for their review.
3. Attend the scheduled ACT meeting, present the planned advertising, discuss the goals and target audience of the advertising, etc.

The ACT members will provide feedback and recommendations.

6.0 ADVERTISING POLICIES AND GUIDELINES:

As noted earlier, advertisements at LCSC fall into 3 primary media types. To assure that a consistent image and message related to LCSC is being provided to stakeholders, the Advertising Core Team is responsible for establishing basic guidelines and policies which all advertisements must comply with. The current LCSC advertising guidelines and policies are:

- **PRINT/GRAPHICS:** This includes all advertising that is in print (hardcopy or online) including all publications, newspaper & magazine advertisements, bulletin boards, web advertisements, etc.

MANDATORY:

- Must include the current LCSC Nameplate and/or college Logo.
- Must include the tag line “Connecting Learning to Life”
- Must include the contact phone number:
 - Brand Advertising: Admissions Department Phone Number
 - Impact Advertising: Specific Program or Department Phone Number
- Must include the contact web address:
 - Brand Advertising: www.lcsc.edu
 - Impact Advertising: www.lcsc.edu with appropriate extension

OPTIONAL & RECOMMENDED:

- Include text of “Most affordable 4-year college in Idaho”
 - Include text related to security and safety of campus
 - Include text related to student/teach ratio
 - Include text related to “Classes available on campus - on-line and in Outreach Centers”
- **AUDIO:** This includes all advertising that is limited to audio and primarily includes radio spots or audio spots accessible via the Internet.

MANDATORY:

- Introduction must contain an “audio hook” to get listener’s attention
- Closure must include the statement “Lewis-Clark State College: Connecting Learning to Life”
- Must include the contact phone number:
 - Brand Advertising: Admissions Department Phone Number
 - Impact Advertising: Specific Program or Department Phone Number
- Must include the contact web address:
 - Brand Advertising: www.lcsc.edu
 - Impact Advertising: www.lcsc.edu with appropriate extension

OPTIONAL & RECOMMENDED:

- Include statement of “Most affordable 4-year college in Idaho”
 - Include statement related to security and safety of campus
 - Include statement related to student/teach ratio
- **VIDEO:** This includes all full motion video and related advertising that is primarily associated with television advertising, but can include videos used in recruitment campaigns/presentations and online streaming video clips.

MANDATORY:

- Introduction must contain a “video hook” to get viewer’s attention
- Closure must include the audio statement “LCSC - Connecting Learning to Life”
- Closure must include the contact phone number:
 - Brand Advertising: Admissions Department Phone Number
 - Impact Advertising: Specific Program or Department Phone Number
- Closure include the contact web address:
 - Brand Advertising: www.lcsc.edu
 - Impact Advertising: www.lcsc.edu with appropriate extension
- Closure must include the LCSC Nameplate
- Any audio during closure must coincide appropriately with images such as “Connecting Learning to Life”, etc.

OPTIONAL & RECOMMENDED:

- Include statement of “Most affordable 4-year college in Idaho”
- Include statement related to security and safety of campus
- Include statement related to student/teach ratio
- Include the interlocking LC Logo in the corner of the advertisement, throughout the advertisement, as appropriate for the content.

NOTE: All logos, nameplates, and other related icons of Lewis-Clark State College must be in compliance with the information provided in the [LCSC Style Guide](#).

7.0 WORLD WIDE WEB POLICIES AND PROCEDURES

The World Wide Web is an incredible media for promoting Lewis-Clark State College across the State, the Country, and the World. In addition to the specific advertisements (print, audio, and video) which can be included on the LCSC Internet Website, it must be recognized that the entire website is in itself a giant advertisement for the college.

As such, it is critical that the LCSC Website promote a consistent and professional image of the college, the programs, and the entire college environment for students, faculty, staff, and stakeholders. All primary and division/program level websites must comply with the standards and templates approved for the LCSC Website at www.lcsc.edu. These policies and standards are available online at <http://www.lcsc.edu/webdev/>. Approved LCSC related graphics, logos, nameplates and other “icons” are available at [LCSC | Media Relations & Publications | Logo & Image Use](#).