

COLLEGE MARKETING AND COMMUNICATIONS POLICY

This document is the parent policy for any college or divisional procedures. Questions regarding this policy are to be directed to the identified Policy Administrator.

Functional Category:	Operations
Approval Date:	December 16, 2020
Effective Date:	December 16, 2020
Policy Owner:	Associate Vice President, Marketing and Communications
Policy Administrator:	Associate Vice President, Marketing and Communications
Objective:	<p>The purpose of this policy is to ensure that the NorQuest College (college) brand, image, and reputation are promoted in a cohesive, consistent, and positive manner to internal and external stakeholders and the general public.</p> <p>Authority to establish this policy is derived from the NorQuest College Board of Governor's Policy No.5, which delegates authority to the President and CEO to establish policies and procedures for the college's management and operation.</p>
Policy:	<p>Brand will provide centralized oversight and leadership in developing, advancing, and stewarding the college's brand image and reputation in a cohesive and consistent manner to achieve the college's communications, recruitment, and positioning goals and objectives.</p> <p>College marketing and communications activities will be aligned to achieve the college's vision, strategies, and objectives outlined in the Strategic Plan. In support of the college's strategic goals, Brand will develop integrated marketing and communications strategies and annual plans in consultation with internal stakeholders.</p> <p>Brand is responsible for developing and delivering key college messages to enhance and strengthen engagement with internal and external audiences through marketing, advertising, media relations, public relations, government relations, and internal communication activities. The department will also coordinate and deliver major college publications supporting the college's mandate and brand.</p> <p>Responsibilities and authority for delivering marketing and communications are outlined in procedures associated with this policy.</p>
Definitions:	<p>Advertising: is a tactical execution of marketing and brand messages for the purpose of promoting the college, its programs and courses, and other services using traditional and non-traditional mediums.</p> <p>Brand image: is how the college is perceived by stakeholders and the general public.</p> <p>Collateral: includes the media, brochures, posters, signs, visual aids, information sheets, other printed information and web content to support marketing plans and strategies.</p> <p>Marketing activities: are activities designed to promote the brand image of the college using various media, including print, electronic, radio, outdoor, and display advertising.</p>

Related NorQuest College Information:
Related External Information:
Next Review Date:
Revision History:

Stakeholders: include prospective students and their influencers, current students, alumni, staff, faculty, Executive, the Board of Directors, government, donors, business and industry partners, other customers, and the general public.

- [Brand Guidelines](#)
- [College Branding Procedure](#)
- [Digital Security Policy](#)
- [External College Communications Procedure](#)
- [Internal Communications Procedure](#)
- [Photography/Media Consent and Release Form Procedure](#)
- [Treaty 6 Territory Acknowledgement Procedure](#)

N/A

August 2024

December 2020: new, replaces the former College Communications Policy and the former College Marketing Policy