

<b>ADMINISTRATIVE PROCEDURE MANUAL</b>			
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MARKETING AND COMMUNICATIONS – PLANNING	13-0301	1 OF 2	
<b>BASED ON BOARD OF TRUSTEES' RULE AND TITLE</b>		<b>DATE REVISIED</b>	
6Hx7-13.1 College Publications		February 2, 2022	

**Purpose**

The purpose of this procedure is to establish the process for the development of a fully-funded Strategic Marketing and Communications Plan based on prioritized College initiatives.

**Procedure**

A. Annually, in March, the College Provost will be requested to provide a list of marketing initiatives for the upcoming and subsequent academic years in priority order. The list will include: program(s) to be promoted, enrollment goals and amount of funds available.


1. The Chief Communications Officer will consolidate the marketing initiatives into a draft prioritized Collegewide list and submit it to the President’s Executive Leadership Team for discussion and final approval.
2. Following approval of the Collegewide priority listing, Marketing and Communications will review the request and prepare a customized marketing plan and implementation schedule.
3. The Marketing and Communications Plan will include the College’s overall marketing and enrollment goals, projected budget, timing of initiatives, target audiences, preferred media vendors, advertising plan and approach, social media, website development and maintenance and evaluation and assessment of the success of the marketing campaign.

B. Emergent Marketing Requirements

1. Unanticipated marketing needs do emerge in a dynamic academic environment and will be supported by Marketing and Communications. These emerging needs are not required to be incorporated as part of the regular Marketing and Communications Plan process. Once a need has been identified, presented and approved by the Chief Communications Officer and a budget established with marketing or advertising funds available, the Marketing and Communications Department will obtain the necessary information to meet the emergent requirements.

C. Marketing and Communications Materials

1. Marketing materials made available to the public will be reviewed by the Marketing and Communications Department and approved by the appropriate department. All materials will include necessary notices, disclaimers, or disclosures to comply with state and federal law. Review by the Office of General Counsel will be requested as needed.
2. Communications intended only for internal distribution do not require review and prior approval by Marketing and Communications. However, the Chief Communications Officer reserves the right to request the retrieval, withdrawal or termination of use of any publication that reflects negatively upon the College due to, but not limited to, misuse of the Florida State College at

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Jacksonville brand, typographical or grammatical errors and misrepresentations.

D. Exceptions

1. The above procedures for the planning, budgeting, developing, and placement of advertisements by Marketing and Communications shall not apply to:
  - a. Paid legal notices of construction bid procedures inserted in newspapers by Facilities under the authority of Section 287.055, Florida Statutes.
  - b. Paid legal notices soliciting the services of professional consultants (architects, engineers, landscape architects, etc.) published under the authority of Section 287.055, Florida Statutes.
  - c. Paid notices of vacant positions at the College under the authority of Volume III of the Administrative Procedures Manual.
  - d. All required legal notices including District Board of Trustee meetings.

REFERENCES: F.S. 287.055, 1001.64, 1001.65

Adopted Date: November 2, 1987

Revision Date: May 21, 2013, February 2, 2022