



Title of Policy: College Advertising

Policy (check one): New _____ Revised X

Applies to (check all that apply):

Faculty _____ **Staff** _____ **Students** _____

Division/Department _____ **College** X

Purpose:

The purpose of this policy is to designate the exclusivity of management of the College’s advertising by the Division of Advancement. Through this policy, it is the objective of Baltimore City Community College (BCCC) to:

- Ensure a systemic process for managing the cost, standards, design, quality, consistency and effectiveness of advertisements.
- Define advertising media as: national/local broadcast and cable TV; national/local radio; commercial websites; consumer print magazine; newspapers; trade professional magazines and journals; outdoor signage (billboards) and transit signage (subway and bus poster/cards, bus shelters, subway/light rail posters); building and lamppost banners; fence banners, college student newspapers; newsletters; and, other regional/global promotional methods including social media platforms such as Facebook, X (formerly known as Twitter), YouTube, Instagram, Wiki, Snapchat, and LinkedIn.

Policy Statement:

It is the policy of Baltimore City Community College that all paid or complimentary advertising for the institution, regardless of budget source, shall be negotiated and placed exclusively by the Division of Advancement, with the exception of job recruitment, procurements.

Originator/Division: Division of Advancement

Implementation Date: October 27, 2009; March 20, 2024

Approved by the Board of Trustees: October 27, 2009; March 20, 2024

****This policy once approved by the Board of Trustees supersedes all other policies.***