



Title of Proposed Policy:

College Advertising

Applies to (check all that apply):

Full-time PIN Faculty X Full-time PIN Staff X

All Personnel X Division /Department: All

Students X Adjuncts X Other

Topic/Issue:

Designation of exclusivity of management of the College's advertising by the Division of Institutional Advancement, Marketing and Research.

Background to Issue/Rationale for Policy:

Through this policy, it is the objective of Baltimore City Community College to:

- Ensure a systematic 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 Web sites; 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; college student newspapers; and, other regional/global promotional methods including Facebook and YouTube.

State/Federal Regulatory Requirements (cite if applicable):

State of Maryland Procurement Law: Code of Maryland Regulations (COMAR)
21.05.01.01

Proposed Policy Language:

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 Office of Marketing, with the exception of job recruitment, procurements, and WBJC broadcast sponsorships.

Proposed Implementation Date: TBA

Approved by Board of Trustees: October 27, 2009

Originator/Branch-Department:

Division of Institutional Advancement / Office of Marketing.