



**Title of Proposed Procedures:**

**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 these procedures, 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 Procedural Language:**

- Requests for advertising are to be submitted to the Office of Marketing via the College's eRequest System, which can be accessed via the College's Intranet by typing bccccenter at your Internet Browser. Requests will be reviewed by the Office of Marketing, for applicability to the College's Critical Success Factors, Strategic Priorities, and budgeted funds.
- Working on behalf of the requesting division, the Office of Marketing will serve as the exclusive contact with the BCCC Office of Procurement and external advertising media.

**Proposed Implementation Date:** TBA

**Approved by the Board of Trustees:** October 27, 2009

**Originator/Branch-Department:**

Division of Institutional Advancement, Marketing and Research / Office of Marketing.