

MARKETING SERVICES GUIDE



**GET
STARTED!**

**Marketing and communications
support for your initiatives
IS JUST A CLICK AWAY!**

Lakeland
COMMUNITY COLLEGE

TABLE OF CONTENTS

To optimize the functional links located throughout this guide, it is recommended to first log in to myLakeland.



Marketing and communications overview

Services at-a-glance	2
Integrated marketing and communications strategy	3
Special event strategy	3
Brand management	4

Tactics

Graphic design	5
Publications and printed materials	6
Common promotional literature sizes	7
Advertising and media placement (paid)	8
Digital marketing	9
Web development and maintenance	10
Public and media relations	11
Photography	12
Internal communications	13

Copy services 14

Mail services 15-16

Video production 17

Miscellaneous 18

Cost of services 19

Team 20

Awards 21

MARKETING AND COMMUNICATIONS

The mission of the Lakeland Marketing and Communications Department is to market the college and distribute information through effective, accurate and efficient communication. Coordinated with academic and nonacademic departments alike, this work is done through consistent, quality messaging and materials developed in an integrated manner.

The department supports the college's objectives as they relate to student success, access and affordability, financial capacity, quality services and educational opportunity.

Services at-a-glance

Strategy:

- Integrated marketing and communications strategy.
- Special event marketing.
- Brand management.

Tactics:

- Advertising and media placement.
- Copy services.
- Digital marketing.
- Graphic design.
- Internal communications.
- Mail services.
- Publications and printed materials.
- Public and media relations.
- Social media.
- Video production.
- Website development and maintenance.

How we work with you

The marketing and communications department is responsible for thousands of tactical elements annually. To best service all clients, projects are prioritized by department and time sensitivity. Top priority is given to credit enrollment, retention, student success and graduation as these initiatives are tied directly to impacting lives through learning as well as funding, accreditation and state and federal requirements.

Lakeland's Marketing and Communications Department is set up with marketing and communications professionals to service internal client departments.

Resources:

**CLICK
HERE**

to find your marketing liaison.

**CLICK
HERE**

to view the rules of engagement.

**CLICK
HERE**

to view the Visual Identity and Logo Guide.



INTEGRATED MARKETING AND COMMUNICATIONS STRATEGY

Based upon goals and objectives for your marketing initiative, the marketing and communications department can help you develop a campaign to target your audience with specific tactical elements to best meet those goals and objectives. Tactical elements may include posters, flyers, direct mail, advertisements, digital signage, social media, email marketing, etc. All tactical elements will be designed utilizing proper and consistent messaging.

Special event marketing

Like integrated marketing and communications, special event marketing strategy is based on the goals and objectives for your event. Complete a marketing and communications campaign request and your marketing liaison will meet with you to discuss your audience, goals and objectives before putting a marketing campaign together.

CLICK
HERE

to complete a
marketing and
communications
campaign request.



BRAND MANAGEMENT

Brand management

A clear, unified and consistent visual identity plays an important role in shaping Lakeland Community College's brand. The way Lakeland represents itself visually – through logos, typefaces and colors – can enhance our institutional image and reputation. Branding is used to establish consistency, and a unifying identity for Lakeland.

The below brand elements are available for download on the marketing and communications department page in **myLakeland**.



Logo

The college logo should be used on all college communications intended for off-campus audiences, including print ads, business cards, stationery, brochures, other publications and webpages. Only the official Lakeland logo can be used, and it must be used in its entirety and without distortion. College logos are available for download on the marketing and communications portal page in **myLakeland**:

- Visual Identity and Logo Guide.
- Official Lakeland Logo.
- Departmental Logo – available upon request.

Templates

Templates have been created in order for individual departments to have some autonomy in creating materials while continuing to maintain the brand. The below templates are available for download on the marketing and communications department page in **myLakeland**:

- PowerPoint.
- Stationary.
- Standard marketing templates for posters and flyers exist for departments with recurring events.

Templates are not meant to circumvent procedure **IA28-10**, which states marketing materials require marketing approval prior to publication. Work with your **marketing specialist** for approval. Additional marketing templates are available upon request.

Written Standards

Lakeland Community College, along with most U.S. college and university communication departments, follow The Associated Press (AP) style for all marketing publications. [Click here](#) to learn more about AP.

In addition, a **Lakeland Writing Style Guide** is available on the marketing and communications department page in **myLakeland**.



GRAPHIC DESIGN

Lakeland's Graphics Department provides design services for all marketing initiatives. Designers create items such as flyers, brochures, posters, digital assets, advertisements and more. Graphic designers on staff can customize marketing materials with the assistance of your marketing and communications liaison. The graphics department is also responsible for business cards and college stationary.

**CLICK
HERE**

to request new business cards.

**GET
STARTED!**

**CLICK
HERE**

to contact your marketing and communications specialist.

**CLICK
HERE**

to review the rules of engagement.

Request your project at least 35 business days* in advance of the event/first class. The marketing timeline is:

- 18 business days for graphic production.
- 1-5 business days for printing/posting.
- 10-14 days for promotion.

*add 15 business days for direct mail



PUBLICATIONS AND PRINTED MATERIALS



A marketing and communications specialist in Lakeland's Marketing and Communications Department will consult with you on your publication content and design, assist with copy editing and proofreading, and provide cost estimates.

GET STARTED!

**CLICK
HERE**

to contact your marketing and communications specialist.

**CLICK
HERE**

to review the rules of engagement.

Request your project at least 35 business days* in advance of the event/first class. The marketing timeline is:

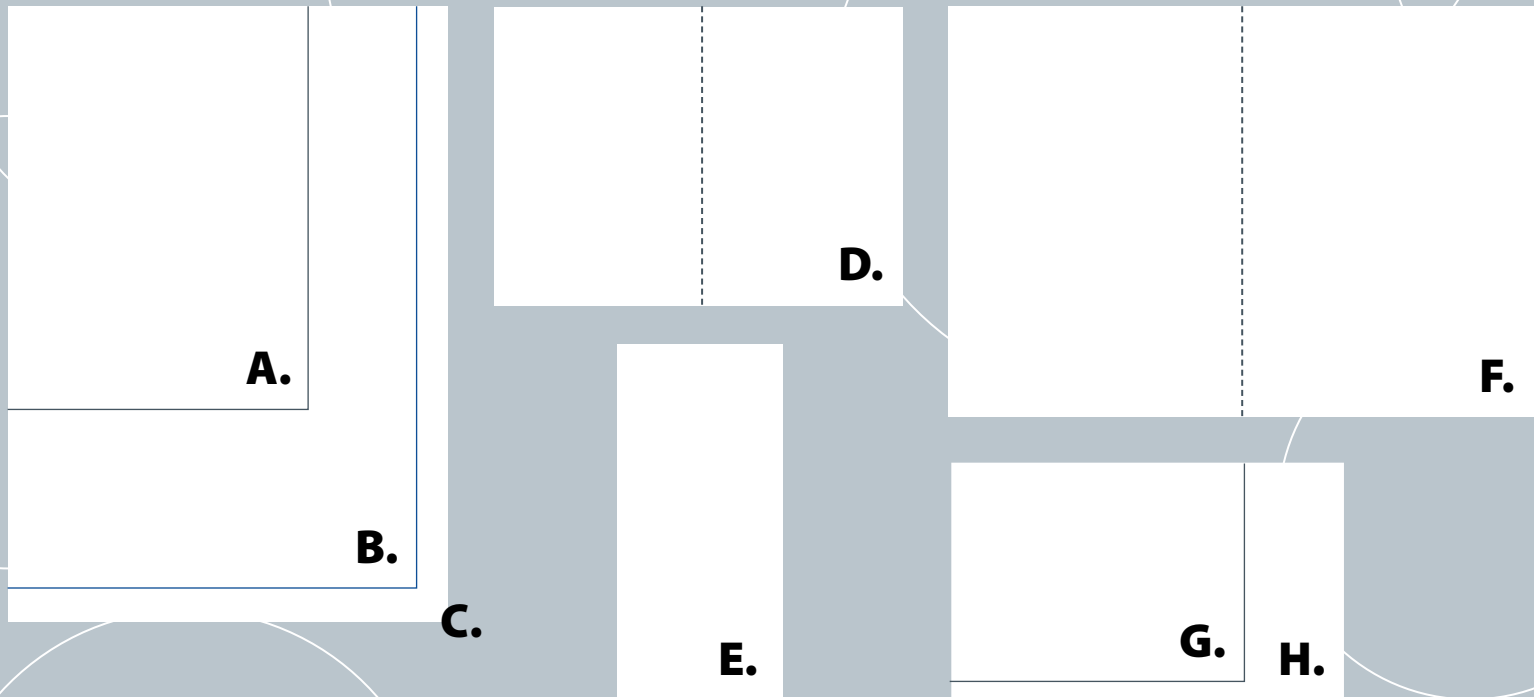
- 18 business days for graphic production.
- 1-5 business days for printing/posting.
- 10-14 days for promotion.

*add 15 business days for direct mail

The marketing and communications team can assist assist you with the production of:

- Brochures.
- Digital assets (web banners, digital signage, 306 sign, etc.).
- Flyers.
- Invitations.
- Postcards.
- Posters.
- Programs/booklets.
- Signage.
- Stationary - institutional letterhead, envelopes and business cards.
- Tickets.
- Other printed material.

COMMON PROMOTIONS LITERATURE SIZES



A. 8.5"x11" - flyer | **B.** 11"x17" - standard poster | **C.** 12"x18" - oversized poster | **D.** 8.5x5.5" - standard program*
E. 4"x9" - small postcard | **F.** 11"x17" - folded - brochures/media guides* | **G.** 5.5"x8.5" - regular postcard | **H.** 11"x6" - oversized postcard

* Dashed lines mark folds

ADVERTISING AND MEDIA PLACEMENT (PAID)

The marketing and communications team is responsible for general college enrollment and image advertising. We can assist you with your paid advertising and media placement in print, digital, outdoor, radio and television. We can work with you to develop a media plan that meets your objective and budget.

Common* advertising options are:

Print

- The News-Herald.
- Geauga Maple Leaf.
- Ashtabula Star Beacon.
- Gazette Papers (Eastern Lake and Ashtabula counties).
- Geauga Times Courier.
- The Plain Dealer.
- Crain's Cleveland Business.

Digital/Mobile/Social Media (built into a campaign)

- News-Herald.com.
- Cleveland.com.
- Facebook.
- Instagram.
- Pandora.
- Internet pre-roll (video).

Outdoor

- Laketran.
- Geauga Transit.
- Ashtabula Transit.
- Billboards.

Radio and TV

- Cable TV, streaming/OTT.
- Cleveland and local radio.

*Other options can be investigated upon request and an approved budget.

YOUR WHY

“I need a place that understands the challenges and goals of adult learners.”

THIS IS YOUR HOW

“We want an affordable quality education for our daughter, so she has a opportunity to graduate without a lot of debt.”

Earn your graduate degree!
Choose from six university partners!

BGSU
John Carroll University
LAKE ERIE
NOTRE DAME
Ursuline College
YOUNGSTOWN STATE UNIVERSITY

LEARN MORE
Lakeland
COMMUNITY COLLEGE
LAKELANDCC.EDU/YOURWHY

DIGITAL MARKETING

On Campus Digital Signs

Flat screen televisions are posted around campus in high traffic areas to provide information and announcements. The digital signs display important information for students including, events, daily class cancellations and emergency alerts as necessary.

Outdoor Message Board

Promote your program or event on the outside sign on heavily-traveled State Route 306. Events are posted regularly, and can be scheduled to show at certain times. The 306 sign is reserved for college sponsored events only.

The Lakeland Network



The Lakeland Network (TLN) airs on Spectrum Cable channel 1025, in the Public Affairs Neighborhood. TLN is a fully programmed Public, Educational, Governmental (P.E.G.) access channel that operates on a 24-hour, seven (7) day-a-week schedule as a community service to Lake County viewers. TLN's objective is to provide educational and informational programming that will contribute to our viewers' knowledge about our college, our community and our world.

The marketing and communications department oversees content on TLN. Promotional videos and announcements can be programmed into the schedule.

**GET
STARTED!**

**CLICK
HERE**

to contact your marketing and communications specialist.

OR

**CLICK
HERE**

to complete a social media request sharing form.

OR

**CLICK
HERE**

to request an official social media account, complete a social media - request official department page form.

Social Media

Lakeland's Marketing and Communications Department manages the college's official social media platforms. Social media is used to connect with our students and supporters on a more casual level. Platforms like Facebook, Instagram, LinkedIn, X (formerly known as Twitter) and YouTube allow us to share information and interact with a wide audience. These platforms are used for promotions, event listings, quick reads on entering college, college success and more. Social media can be implemented for any marketing campaign or event.

WEBSITE DEVELOPMENT AND MAINTENANCE

The marketing and communications team manages the design and content of the college website. For many prospective students, parents and community members, Lakeland's website is the first stop for gathering information on the college. It is an important tool for creating a good first impression, and an engaging, informational webpage has a major impact on the decision-making process. Webpage updates are coordinated through the marketing and communications department.

Events calendar and announcements

Promote your program or event on the website events calendar. Clients are encouraged to update their own events and announcements on the website.



**CLICK
HERE**

to contact your marketing and communications specialist for training and to update the information for your webpage.

OR

**CLICK
HERE**

to complete a webpage update request form.

PUBLIC AND MEDIA RELATIONS

Media relations

The marketing and communications department maintains relationships with members of the media, and coordinates the sharing of information with the media. The department also tracks media requests and media mentions. Information flow to members of the media must be approved by the marketing and communications department. No individual may contact the media/news outlet without approval and processing through the marketing and communications department per college procedure [IA22-20](#).

Press releases

Coverage by the newspaper and other media outlets is effective in building awareness of your program or event. Media outlets require releases of upcoming events several days in advance for daily outlets, several weeks in advance for weekly outlets, and several months in advance for monthly and quarterly outlets. While press releases are distributed to the appropriate outlets, there is no guarantee how, when or if the materials will appear in print or be aired by the broadcast media.

If your campaign includes a press release, your marketing and communications specialist will work with you to gather the details necessary to compose the release. Oftentimes a quote will be requested from an individual working closely with the subject of the release as well as a photo to be sent along to the media. When requesting, consider approval of these items in your timeline.



**GET
STARTED!**

**CLICK
HERE**

to contact your
marketing and
communications
specialist.

OR

**CLICK
HERE**

to complete a
news submission
request form.



PHOTOGRAPHY

Photography

The marketing and communications team can assist you with obtaining photographs. As time permits, staff members can take photos for use in college publications. Marketing will coordinate model photo release forms. For images that will not be used in college publications, you are permitted to take photos with your own camera/phone. Marketing cannot guarantee photography services for departmental events, and must limit services to images that the graphics department will use in future promotions. Marketing and communications staff can help secure professional photography services. The cost of photography will be passed on to your department.



**GET
STARTED!**

**CLICK
HERE**

to contact your
marketing and
communications
specialist.

OR

**CLICK
HERE**

to complete a
photography
request form.

INTERNAL COMMUNICATIONS

ePost employee newsletter

Lakeland ePost is published routinely by the marketing and communications department.

CLICK
HERE

to submit news items and to complete a news submission request form.

myLakeland portal



myLakeland is a portal that provides access to all your Lakeland information. Employees may access the portal to view announcements; search the employee directory; view events; navigate employee services like time sheets, benefits and tax forms; access college policies and procedures; manage budgets; catch up on Lakeland ePost and more.

Emergency notification

In conjunction with campus police, marketing and communications posts emergency and closing information on:

- Authorized television and radio stations.
- Lakeland's 306 sign.
- Lakeland Emergency Closing Hotline at 440.525.7242.
- On-campus digital signs.
- Social media.
- Lakeland's website at lakelandcc.edu/closings.



COPY SERVICES

**GET
STARTED!**

**CLICK
HERE**

to complete a copy request form. Physical forms are available in the mail room.

- Call the production center three full business days in advance to reserve paper for special orders or large quantities.
- Allow two to three full business days for small jobs and five full business days for larger jobs.
- Provide the cost center number for billing.

**Production Center
440.525.7014**

Hours:

Monday-Thursday:

6 a.m. - 2:30 p.m.

Friday: 6-11 a.m.

Weekends: CLOSED

The Lakeland Production Center provides:

- Duplication (black and white and color).
- Finishing (cut, fold, staple, tape, spiral bind, pad, etc.).
- Packaging (shrink wrap for exams only).
- Assistance with paper selection and paper special orders.

NOTE: Copyrighted material must be submitted with written authorization from the publisher. Images, songs, text, etc. obtained from the internet are not free from copyright law, and must have written authorization.

MAIL SERVICES

Production Center

440.525.7014

Hours:

Monday-Thursday: 6 a.m. - 2:30 p.m.
(Outgoing mail leaves campus at 2:30 p.m.)

Friday: 6-11 a.m.

Weekends: CLOSED

The mail room is located in C-0008 (basement of C-Building). The mail room is accessible whenever the college is open by swiping your Lakeland ID.

NOTE: the mail room is under video surveillance.

Mail room staff are responsible for sorting and delivering mail to department mail slots in the mail room.

The Lakeland Production Center provides:

- First class mail.
- Bulk mail (tray and bag).
- Every Door Direct Mail.
- Certified mail with receipt.
- Address verification.
- Online addressing.
- Sealing.
- Tabbing.

NOTE: The production center does not supply or stuff envelopes, this is the responsibility of the client.



Direct mail

The marketing and communications team can assist you with the development of a direct mail letter or postcard. Specialists can work with you to identify prospective students whose interests match your program area and plan a direct mail campaign to encourage these prospective students to apply and enroll.

NOTE: Costs associated are charged to your department.

Campus mail

- Campus mail is delivered once daily to mailboxes in the mail room between 1-2:30 p.m.
- Interoffice mail envelopes are available in the mail room. Do not use #10 envelopes for interoffice mail.
- Address interoffice mail using the intended recipient name (first and last name), department and room number. Cross out the name above (or in some cases on the opposite side of the envelope) to ensure proper delivery.
- Inform the production center staff of new employees or room changes to ensure proper delivery.
- Separate interoffice mail from external mail and deposit in the appropriate bins in the mail room.

MAIL SERVICES

First class mail

- All outgoing mail is metered and delivered to the Willoughby Post Office daily. Mail leaves campus for the post office at 2:30 p.m. Monday-Thursday. If you miss this deadline, a tub is available in the mail room and mail will be delivered to the post office the following business day. Alternatively, the nearest blue USPS mailbox which accepts stamped mail is located across State Route 306 at the medical office building.
- ALWAYS attach a postage slip (available in the mail room) with the cost center for billing purposes on any mail to be put through the postage meter. Failing to do so will result in delayed mail while research is conducted to find who deposited the mail so the correct cost center can be charged.
- Separate stamped mail from non-stamped mail.

NOTE: Personal mail can be sent out from Lakeland's mail room, however, it must be stamped. The mail room does not sell postage, and the college does not absorb the cost for personal mailings.

Bulk mail

- Qualifying bulk mailings consist of identical mail pieces going to 200 or more individual recipients.
- Address and indicia (postage mark) are pre-printed on each mail piece.
- Include Lakeland Community College return address on the mailing.

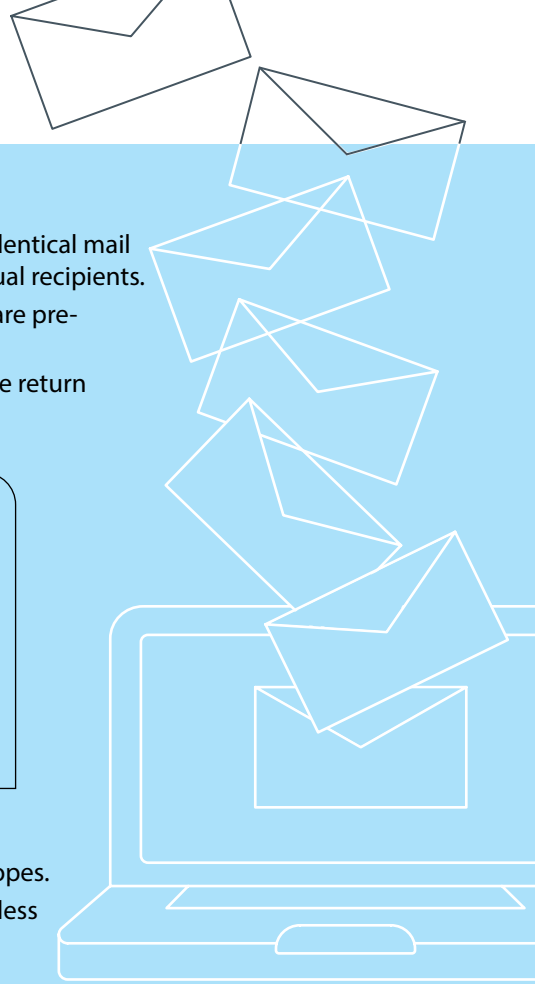
**CLICK
HERE**

to work with your marketing specialist to supply your database.

NOTE: Clients will receive a listing of bad addresses for correction for future mailings. By law, these corrections must be made.

Envelope and letter mailings

- Clients must supply their own envelopes.
- Clients must stuff own envelopes unless otherwise arranged.
- Work with production center staff to ensure mailing is set up properly, including supplying samples when requested.



VIDEO PRODUCTION

Video Production **440.525.7537/7359**

Lakeland's Video Production Department offers comprehensive, award-winning video production services to support student recruitment and retention, community relations, and programming for The Lakeland Network.

Lakeland's state-of-the-art video production studio is located in C-2051. The studio is equipped with digital studio cameras, lighting, background set with curtains, editing equipment, sound-mixing equipment and Blu-ray and CD burning equipment.

Services include:

- Concept development.
- Coordination of closed captioning*.
- Digital recording and editing.
- Graphics and animation capability.
- Music and sound effects.
- Production coordination.
- Scriptwriting.
- Shooting in-studio or on-location.
- Talent and narration services.
- Video streaming.



**GET
STARTED!**

**CLICK
HERE**

to complete a video request form.

*Closed captioning costs are the responsibility of the client and will be determined at the time of service depending on length of video. Closed captioning is required by law on all publicly available media channels (The Lakeland Network, YouTube, Lakeland's public website, etc.). Short, scripted videos (15 minutes or less) can be transcribed on campus. Typical costs for outside captioning services are \$2.50 per minute. If closed captioning is not in your budget, your request cannot be fulfilled.

MISCELLANEOUS



**GET
STARTED!**

**CLICK
HERE**

to contact your
marketing and
communications
specialist.

OR

**CLICK
HERE**

to complete a
promotional
products request
form.

Specialty/ Promotional items

Marketing and communications personnel can assist you with the purchase of promotional products with the college logo. Payment is the responsibility of the client.

COST FOR SERVICES

Some marketing services are provided at a cost to the client. At the time of request, a cost center number will be required.

- **Internal printing** costs are \$0.15 for black and white and \$0.20 for color (costs are per impression).
- **External printing** costs will be estimated when requested. Vendor contact information will be provided for payment. Payment is the responsibility of the client.
- **Direct mailings** are sent via bulk mail (more than 200 pieces) for the best postage rates.
- **Newspaper and magazine ads** (print and digital) will be coordinated by marketing. Vendor contact information will be provided for payment. Payment is the responsibility of the client.
- **Digital ad campaigns** (Ad Words, Facebook, Pandora, IP targeted digital, etc.), and billboard placement will be coordinated by marketing. Marketing will work with client to establish payment terms.
- **Video production closed captioning** costs are the responsibility of the client and will be determined at the time of service depending on length of video. Closed captioning is required by law on all publicly available media channels (The Lakeland Network, YouTube, Lakeland's public website, etc.). Payment will be handled by marketing, and the cost will be charged back to the client's cost center.

No additional costs are incurred for the following:

- Project management.
- Graphic design.
- Unpaid social media posts.
- Web updates.
- Web events and announcements.
- Webpage banners.
- Enewsletters (utilizing internal databases).
- Press releases.
- Media alerts.
- Video production.
- Mail prep.
- Paper costs.
- Machining costs.
- Finishing services.

Cost equivalencies for like services from local agencies are as follows:

- **Project management** - \$200-\$300/hr.
- **Copywriting** - \$50-\$70/hr.
- **Digital content creation/maintenance** (website, social media, blog, enewsletter) - \$50-\$100/hr.
- **Graphic design** - \$90-\$150/hr.
- **Media buying** - 15% of ad cost.
- **Public and media relations** (pitching, relationship nurturing, alert/advisory/releas distribution) - \$70-\$200/hr.
- **Video Production** - \$7,000-\$10,000/30 second commercial.



MEET YOUR MARKETING AND COMMUNICATIONS TEAM!

Tracy Shook

Senior Director for Marketing and Communications

tshook@lakelandcc.edu | Ext. 7717

Denise Timms

Administrative Assistant

Denise can help with all other marketing inquiries.

dtimms@lakelandcc.edu | Ext. 7323

Marketing and Communications Specialists

Adam Continenza

Adam specializes in website, digital marketing and the college's customer relationship management (CRM) system. He is assigned to the Applied Studies Division, Health Technologies and many nonacademic service departments.

aconтиненza3@lakelandcc.edu | Ext. 7507

Charles Hegedus

Charles coordinates all local paid ads. He is assigned to the Arts and Sciences Division, including Arts at Lakeland. Charles also supports the Holden University Center Partnership Program and many nonacademic service departments.

chegedus3@lakelandcc.edu | Ext. 7303

Levi Rex

Levi specializes in social media and publications. He is assigned to the engineering and ITCS departments of the Applied Studies Division. In addition, he supports athletics and many other nonacademic service departments.

lrex1@lakelandcc.edu | Ext. 7304

The marketing and communications department is also made up of the following service areas:

Graphic Design

Erin Henry

Production Center

Julie Yager

Video Production

Phil Boyle

**CLICK
HERE**

to visit the marketing and communications portal page in **myLakeland** and for a complete list of marketing services and resources, including a complete list of client assignments.



AWARD WINNING!



Annually, the marketing and communications team participates in award competitions for recognition among peers at the local, regional and national levels. Lake Communicators' Apex Awards recognize professionals in the communications industry affiliated with Lake Communicators and Lake County, Ohio.

The National Council for Marketing and Public Relations (NCMPR) offers two competitions to recognize outstanding achievement in design and communication at community and technical colleges. NCMPR's Medallion Awards, are regional. Lakeland is in district 3 along with other community and technical colleges in Illinois, Indiana, Michigan, Ohio, Wisconsin and the Canadian province of Ontario. NCMPR's Paragon Awards are national, allowing all seven districts in the U.S. and Canada to compete.

Educational Advertising Awards (EduADAWARDS) are a national competition with a more than 35-year history. Marketing professionals in the education space test their programs and campaigns against the best in the country. A national panel of industry specialists review each piece judging for creativity, marketing execution and message impact.

Over the years the marketing and communications team has received awards from these organizations.



to see our award winning pieces.