Staff

Cathy Summa-Wolfe
Director of Communications and Community Relations Department
e-mail: cathy.summawolfe@marin.edu
phone: 415-485-9528  fax: 485-0135

Nicole Cruz
Assistant to Director of Communications and Community Relations
e-mail: nicole.cruz@marin.edu
phone: 415-485-9648  fax: 485-0135

Annie Ricciuti
Supervisor of Reprographics and Mail Room
e-mail: annie.ricciuti@marin.edu

Shook Chung
Senior Creative Designer
e-mail: shook.chung@marin.edu

Dave Mahoney
Graphic Design Specialist
e-mail: dave.mahoney@marin.edu

Albert So
Print Production Specialist
e-mail: albert.so@marin.edu
phone: 415-485-9447  fax: 415-485-0269

Jesse Harbison
Reprographics and Mailroom Clerk
e-mail: jesse.harbison@marin.edu
phone: 415-485-9447  fax: 415-485-0269

Mike Klein
Reprographics and Mail Room Clerk
e-mail: mike.klein@marin.edu
phone: 415-485-9447  fax: 415-485-0269
Introduction

The Communications and Community Relations Department is responsible for a broad range of activities including marketing, advertising, publicity, public relations, public information, web, graphics, copying and print publications. The Reprographics, Graphic Design, Web Design, and Mail Room departments also fall within the purview of the Communications and Community Relations Department. The director’s office is located in the Administration Center, Room 104. The offices for reprographics, graphics, web and mail are located in the Learning Resources Center, Room 70.

Roles and Responsibilities of CCR

The Communications and Community Relations Department encompasses numerous functions that play an important part in the overall success of the College of Marin. Some of the roles and responsibilities include:

- Supporting enrollment growth through greater visibility in the community.
- Promoting a positive, professional and consistent representation of COM through various media outlets and publications.
- Enhancing a positive image of College of Marin among its diverse constituency.
- Supporting and reinforcing COM’s major recruitment themes and ensuring that these messages are communicated as effectively and efficiently as possible.
- Informing the communities served by COM of the wide variety of programs, both academic and cultural, as well as the many support services, offered at College of Marin.
- Providing high-level, high-quality service to the staff and faculty of COM to help them with their publishing and promotional needs.

This is accomplished through media, community and public relations, creating and placing paid advertisements and producing publications and promotional collateral for students, prospective students, staff and the people who influence the decisions of students of all ages (parents, spouses, employers, guidance counselors, etc.).

We work closely with almost every office, department and division on campus to develop plans to promote College of Marin news, events and programs; to generate ideas for reaching a target audience; to gather pertinent and accurate information; and to pursue an avenue to communicate the message through ads, publications, events and media releases.
Whether it is through a paid advertisement, a brochure, a postcard, the class schedule, or a news release to the media, the majority of COM communications focuses on and reinforces one or more of the following themes:

- College of Marin provides a high-quality and affordable educational experience.
- College of Marin faculty and staff provide students with personal attention.
- College of Marin offers guaranteed admission to the University of California and California State University systems.
- College of Marin students pay affordable enrollment fees.
- College of Marin’s curriculum is equivalent to freshman and sophomore years at the University of California or California State University.
- College of Marin offers short-term job training programs.
- Students benefit from small class sizes.
- A university-caliber faculty teaches at College of Marin.
- Excellent counseling and support services are available.
- College of Marin has two beautiful campuses: Kentfield and the Indian Valley Campus in Novato.
- College of Marin is fully accredited by the Accrediting Commission for Community and Junior Colleges of the Western Association of Schools and Colleges.

We consider each COM office requesting our assistance to be our client. Our goal is to build partnerships of shared responsibilities in order to facilitate timely, positive and effective communications.

This booklet is intended to enhance that partnership by providing valuable information and procedures for creating publications and promotional materials. We offer the following guidelines to help clarify our roles as we work with you to develop effective and professionally produced publications. We look forward to working together.
Public Website

The Communications and Community Relations Department oversees the overall design approach of the COM website. We maintain the website based on a set of established standard templates and styles.

The college is using Adobe Contribute to give end users access to edit and update individual web pages. Adobe Contribute is a web publishing software and website management tool that integrates authoring, reviewing, and publishing in an easy-to-use WYSIWYG (what you see is what you get) HTML editor.

Using Contribute: Our department website administrator assigns roles to designated users from departments and offices to keep web pages updated. We provide Contribute connection keys to the designated users. With the connection key that we provide, designated users access the server to update and make edits on their web pages.

User Agreement: As a Contribute editor/user, you must agree to abide by the terms of an acceptable use agreement. These terms govern access to and use of Adobe Contribute to publish appropriate information to COM website.

Website Support

Our department provides ongoing tech support on demand and one-on-one training sessions by appointment. We also provide group workshops when we have a larger audience that would like to upgrade its skills.

New Websites: If you want to create a new official website for your office or departments, please complete the Services Request form, and submit to Annie Ricciuti, supervisor of Reprographics (415-485-9393 or annie.ricciuti@marin.edu), The project will be assigned to the senior creative designer who will schedule a meeting with you and/or your team to discuss the project.

Our department will assist you with the design aspect of your site, provide guidance and advise on web content management and site structure.

The senior creative designer will work closely with you or your designated contact person while developing your website. With your approval, the website will launch to the public.
**After the Site Launch**

**Site Maintenance:** Once your website is launched, you will use Adobe *Contribute* to update and maintain it.

**Licensing:** To request a quote on purchasing the software license, please contact Maryann Kaehler, System Support administrator with the Information Technology Department, (ext. 8181 or maryann.kaehler@marin.edu). IT will install Adobe *Contribute* on your office computer. Licensing costs will be charged to your department.

**Access Key:** CCR will provide you a *Contribute* connection key to access your web pages. The connection key is encrypted with password and login information that will provide you access to the staging server through the Adobe software.

To request a *Contribute* connection key, or replacement key, please contact Shook Chung, senior creative designer with the CCR Department (ext. 7524 or shook.chung@marin.edu).
Publications

The Communications and Community Relations Department designs and prints a variety of projects, ranging from black and white photocopying to four-color print production. We produce several thousand projects per academic year and offer a wide variety of products and services to College of Marin, including several award-winning publications. The department has received regional and national recognition from prestigious organizations like the Community Colleges Public Relations Organization, the National Council for Marketing and Public Relations, Dalton Pen, MarCom, Communicator, Davey Awards and the University and College Designers Association.

Some of the publications produced by the department are:

- COM Catalog
- Credit/Noncredit Class Schedules
- Community Education Class Schedule
- Schedules
- Brochures
- Flyers
- Posters
- Mailers
- Postcards
- Signs and banners
- Business Cards
- Forms
- Stationary
- Programs
- Newsletters
- Exams
- Syllabi and Workbooks
- Class Materials
- Invitations
- Tickets
- Student Handbooks
- President’s Office Newsletters and Weekly Briefings
- Commencement Programs
- Certificates and Diplomas
- Foundation Awards Program and Annual Newsletter
- College of Marin Annual Report
- Board Packets and Materials
- Print Advertisement Design and Production
- Campus Directory
- Radio and Television Advertising
- Design and Production
- IVC Schedule of Class Listings
- Self Study Report
- Annual Budget
- Union Contracts
- Tax Forms and Envelopes
- Priority Registration Letters
**Our Commitment to You**

We are committed to producing publications that are well written, well designed, flawlessly printed and successful in their intent. Our goal is to work with you as a client, sharing responsibilities to produce an attractive, informative publication in a timely and cost-efficient manner.

**Your Input Matters**

Outreach materials help shape public opinion of College of Marin. We coordinate visual and editorial consistency in official COM publications and we welcome input from our clients. Your input is valuable to us in reaching target audiences and conveying the appropriate message for your publication. However, we make final determinations in the areas of writing, editing, proofing, design and photography to ensure proper branding and identity guidelines are followed.

**Plan Ahead**

The creation and production of effective and attractive publications is a time-consuming process. New publications like brochures and postcards can take six to eight weeks to create and print. Revisions to existing publications, even minor, may take two to eight weeks depending on the time of year and our production schedule. Determining factors include length of copy, editorial work required, complexity of design, type of printing required, the readability and accuracy of submissions received and workloads of all participants involved. Projects may involve the reprographics staff, graphic designers and, if necessary, outside vendors.

**Use of Outside Contractors:** Due to the volume and scope of COM’s publications, we may use the service of outside firms for designing or printing major publications. We maintain the lead role during this phase, oversee the entire process and offer first right of refusal to our in-house staff. But, this may add extra time as we coordinate with vendors’ own production schedules. In addition, client delays and major changes to the original material may delay receipt of a publication. So, planning ahead is key.

**Criteria:** We are charged with communicating COM’s messages to both an internal and external audience. Those publications serving the primary goals of the institution require careful planning and execution. In general, publications that directly contribute to the recruitment functions of College of Marin meet these criteria.

Every effort is made to produce each publication in a timely, efficient manner, however, occasionally projects such as the Catalog or course schedules must take precedence.

**Provide Advance Notice:** It is highly recommended that all publications be planned as far in advance as possible. Even if all the details or pieces of a project are not fully in place, providing us with advance notice of upcoming projects allows us to reserve a spot for your job in our very tight production schedule.
Avoid Rush Jobs

Please keep in mind that bumping scheduled projects for rush publications disrupts everyone, including reprographics, graphics, outside vendors, and other departments that may have projects awaiting design or printing. Unfortunately, when individuals request a rush publication (and circumstances dictate that it cannot be produced at a later date), it may cause your colleagues’ projects to be pushed back, creating delays for them, as well as heightening the risk of errors.

Planning ahead and following the steps below can ensure a smooth process in development and delivery of your publication.

Mailed Pieces Need More Time

In general, any project that will require mail distribution requires more advanced planning and additional time in production.

**Bulk Mail:** The Postal Service can take anywhere from a few days to two weeks to deliver bulk mail. So, date sensitive event notices and other pieces should be sent out at least 21 to 30 days prior to an event to reach the appropriate audience on time. Bulk mail pieces also require a special permit on each piece and have special design regulations on the mailing section of the document.

Please see our section on Mail Guidelines for information on how to prepare your mailings.

Logos & COM Identity

There is only one Board-approved College of Marin logo configuration with acceptable color and style variations. It is used on official external communications that represent College of Marin.

Department or division logos cannot be used. They conflict with the COM-approved identity. Electronic copies of the Board-approved logo configuration in various styles and sizes are available from the department.

If you require the addition of the logo to your document, please submit it for approved implementation to the department using a Request for Services form.

The logo style and color should not be resized or reshaped in forms or other publications. Please do not distort the logo by elongating or compressing it on documents in either direction. This reflects on the college and conflicts with approved and consistent identity guidelines.
**Sending a Text File**

We accept electronic files, in either a PDF or Word format. Please call if you have questions regarding electronic file submission.

**Photography**

We welcome your ideas for photographs (i.e., students in a classroom setting displaying their science projects, assisting a local food drive, etc.) to be used in upcoming official COM publications, advertisements, or media releases. Please call us in advance and provide the date, time, location and name of subject or individual to be photographed so we can determine scheduling if possible.

**Photo Requests:** The primary role of photography is to support the official COM publications, media relations and advertisements generated from our office. Therefore, it is important that all requests for photography – whatever they may be – come through the Communications and Community Relations Department so we can prioritize and choose requests based on approved design standards and the appropriateness of the photographs to the overall piece.

**COM Photo Library:** We continue to build a very extensive library of photographs of College of Marin staff, students and environments that we can utilize free of charge for many applications. If necessary and if budgets allow, we can arrange for a professional photo shoot. However, the convenience and low cost of our library makes it a very attractive and efficient option.

The college photo repository is located at:

http://www.marin.edu/departments/CCR/COM_photo_repository.htm

**President’s Weekly Briefing**

The department writes, edits, designs and prints the President’s Weekly Briefing. It features COM events, news and features. The newsletter is distributed to faculty, staff, media and friends of COM. We welcome submissions about COM activities, events, clubs and student and faculty and staff accomplishments. To submit a news or story idea, please contact Cathy Summa-Wolfe, director, Communications & Community Relations (415-485-9528 or Cathy.SummaWolfe@marin.edu) or Nicole Cruz, administrative assistant, Communications & Community Relations (415-485-9648 or Nicole.Cruz@marin.edu).
**Department Directory**

The Communications and Community Relations Department creates and publishes the College of Marin Department Directory. The employee directory has been updated on the intranet based on Banner employee information.

**Profile Access:** All employees have access to make changes to their basic employee information. Please take a moment to review your information and make any necessary changes to your office location and phone information.

To access your employee information while you are on campus, go to http://intranet/ . If you are off campus, go to http://intranet.marin.edu (if you are off campus). On the left side of the page click the "General" folder. Under the "Forms" folder click "Employees". Click on your name and your employee profile will load. Once you have made your changes, don't forget to scroll down and click "Save" at the bottom.

If your email address is missing or incorrect, or the building you are in is not on the drop-down list, please submit a tech stream via the intranet.

**Required Statements on Publications**

The following statement must be included on all college publications.

ABOUT THE COLLEGE
College of Marin is one of 112 public community colleges in California and is fully accredited by the Western Association of Schools and Colleges. Approximately 10,000 credit and noncredit students enroll each fall and spring semester. Classes also are offered during the summer.

EQUAL OPPORTUNITY STATEMENT
The Marin Community College District is committed by policy not to discriminate on the basis of, or the perception of, race, ethnic group identification, ancestry, color, religion, age, gender, national origin, sexual orientation, disability (mental or physical), marital status, medical condition (cancer, genetic characteristics, or pregnancy) and status as a veteran in any of its educational and employment programs and activities, its policies, practices and procedures.
Steps to Create Publications and Printed Collateral

Publications and printed collateral are produced in stages. The creation and production of professional, effective and attractive pieces is an exacting process. At each stage it is critical that deadlines are met in order to ensure that the final product will be completed and distributed by the required date. Failure to meet deadlines or adhere to agreed timelines may impact the entire production schedule and may delay delivery of your publication.

Step 1: Planning

Planning Checklist: The first step in any project that may involve great expenditure of time and resources is to investigate, evaluate and plan. Please consider the following before submitting a request:

✓ What is your budget for this project?
✓ What are the specific details regarding the program or activity, including dates, times, locations, costs, panelists/faculty, participants, etc.?
✓ Who is your target audience? Who are you trying to reach?
✓ What is the core purpose of your project? Inform? Fundraise? Increase attendance? Increase enrollment?
✓ How many copies of the piece will be needed?
✓ How will it be distributed? This is very important. Is it an internal or external document? Will it be mailed? Campus-wide? Countywide? Who will distribute it? How will it be displayed if it is sent to other schools or businesses?
✓ If the material is used to promote a course or program, what will participants who complete it be qualified to do? Are there professional and/or employment opportunities?
✓ What type of artwork would you like? Think about images or concepts you wish to convey. What type of mood or feeling would you like to see? Serious? Fun? Dark? Light?
✓ What is your objective? Can you achieve it with a different type of publication, means of communication, or no publication at all?
When is it needed?
Should it have a theme?
Are there other offices or individuals who should contribute information and participate in the planning of this project?
Has this project been approved by your department head, dean, manager or chair to insure consistency within the department and the best use of resources to promote particular areas?

Step 2: Complete a Request for Services Form

Once you have answered the above questions and decided that a new piece is needed, we ask that you complete a Request for Services form found in the Reprographics Office or online at www.marin.edu/CCR. Before production can begin, your dean or department manager must approve and sign the request form. Do your best to include as much information as possible.

Production Schedule: When we receive the completed form, we will assign a graphic designer, who will schedule a planning meeting with you. The designer will develop a production schedule for each phase of the project that includes photography or artwork review and scheduling (if needed), paper choices, copy delivery date, proof cycles, and dates for printing in Reprographics.

Your Role: During the intake meeting, you can share your thoughts and goals, review concept ideas, and work with us to plan the production schedule. If you like other publications, even if they are not for an academic institution, please bring examples to the meeting. They can help spark ideas for your publication. At this stage, your role as client is established. From this point forward, you will be the point person responsible for ensuring the accuracy of content, seeking approvals from all offices or individuals who are impacted by the publication, and facilitating the smooth process of production stages. You may be asked to contribute copy, artwork, or materials, or to proofread and return a draft by specific dates.

Delays: If you, as a client, anticipate that you may not be able to meet a set deadline, please notify us as soon as possible, preferably before the deadline date. Advance notice will allow us to plan accordingly and revise the production schedule and final due date.

Step 3: Begin Assembling and Preparing the Content

In some cases you may be asked to submit written material or "copy" for inclusion in a new publication or piece. Copy should be submitted as a PDF or Word file. It is better to submit more information than is required. It enables us to see the bigger picture and make informed editorial decisions. There will be ample opportunity to review the copy during this step of the process.

In some cases, we may write copy and have you proof what was written. This is your opportunity to make any changes to the copy, verify all dates/locations, correct spelling
of names, etc. Making changes at later stages can be costly to the college and inefficient, so it is essential that any and all content changes are complete and accurate during this stage of the process. If other individuals or offices must approve your submission, make sure they have reviewed and approved all content before it is forwarded to us.

In addition to preparing the copy, it may be necessary to discuss and choose photos, illustrations, and/or graphics. We will work with you during this process and will certainly welcome and encourage your suggestions. We are responsible for ensuring that appropriate images are being projected in official COM publications; therefore, we reserve the right to make final decisions.

**Step 4: Design Phase Begins**

Once all copy, illustrations and photos have been reviewed, proofread and approved, it is time for us to begin designing your publication. The graphic designer assigned to your project will work with you closely during this phase. The designer may review various artwork ideas and concepts during this phase, offering choices and ideas based on your original concepts. If necessary, photography sessions will be arranged during this time.

**Step 5: Proof Review**

The designer will send you a copy of the first draft for your review, at which time you will check one more time for accuracy of content, and sign off on and date the proof approval slip indicating your approval.

We will be responsible for ensuring that the text of the publication flows properly. You are responsible for ensuring that all factual information is correct, including correct spelling of names, dates, fees, course titles, etc. If you provided the copy to us, be sure that everyone who needs to approve the material has carefully reviewed it and offered their feedback before you return the proof. Your promptness in proofreading will help ensure that your publication will be delivered by the established due date. The designer will provide you with a return date for the proof, which is instrumental in keeping production deadlines.

Usually, a second proof cycle will occur if any changes are needed. At this stage of the publication, there should be no major copy or artwork changes unless something factual has changed between the time you reviewed the copy with us at Step 3 and this stage of the production (i.e., the title of the course or the fee). Major changes at this point will cause a delay in production and ultimately a delay in the delivery of the publication.

We do our best to build in ample time for careful review. However, previously missed deadlines will affect the amount of available time for proofing. For example, a proofing timeline of one week might have to be shortened to two days to make up for a missed deadline earlier in the process. This is especially true when the copy is being presented to several parties and one or two of them are very late in returning the copy to us.
**Step 6: Final OK**

By signing the Proof Approval slip, you acknowledge that you have carefully reviewed the draft proof and verified that all of the information included is accurate and up-to-date. Once your approved project has been received, we will take any and all necessary steps to complete the project and issue the final authorization for printing.

**Step 7: Print Production**

Depending upon the scope of the project, it may take three to five days for the printing, collating, binding and finishing process to be completed. If the publication requires "blue lines" (film proofs), they will be reviewed by the department and, in certain cases, the client. The designer and/or director will give final approval to the Reprographics department.

These proofs allow us to check for printer errors. Changes should not be made at this point unless absolutely essential as they can be very costly, requiring the creation of another, corrected set of printing negatives and plates. This extra step will almost always impact delivery deadlines as well.

**Step 8: Distribution of Publications and Printed Pieces**

It is important that we are aware of your desired method of distribution from the beginning of the process. Mailings require many special advance arrangements, depending on the project. Campus-wide or county distributions also require paperwork and planning so please think through your method and inform us as soon as possible so we can best serve your distribution needs.
Revising an Existing Publication

From time to time, existing publications require new information or changes.

**Minor Changes**

If your changes are minor – from one word to a few sentences in length – simply enter the change in red or blue pen ink on the original piece that you are submitting. Please print legibly and clearly. You need to fill out a Request for Services form and include the marked original. Usually no intake meetings are necessary for minor changes but the designer will contact you if there are any questions. You will also receive a proof to verify the correctness of the changes. After you approve the proof, your job will be printed and distributed per your requirements.

**Major Changes**

Major changes (those that are longer than a few sentences) should be submitted as a PDF or Word file. Please fill out the Request for Services form and you will be contacted to arrange for submission of the file. On an original that you are submitting for revision, indicate where the change should be placed by crossing out all old information and writing “See disk, file named: (name of file).” An intake meeting may or may not be necessary, depending on the nature and scope of the work.

**New Projects**

Please follow the steps above under Steps to create a publications or printed collateral.
Guide To Media Communications

Media Relations

The College of Marin Communications and Community Relations Office is eager to communicate college news to the external community. By choosing to promote your program, students, event, etc. through the media (newspapers, radio and cable television stations) you have chosen an effective marketing tool. Not only does press coverage lend your news item credibility (readers know that they are not reading a paid advertisement), you get free visibility for your program or event.

However, because press coverage is free you don’t have the level of control over your message that you do with a paid advertisement. In fact, there are no guarantees that the media will choose to publicize your program or event. By using the Communications and Community Relations Office to help you professionally craft and disseminate your information, you have a much better chance of getting coverage. With that in mind, here are a few pointers:

Notify Us Early: Notify us as early as possible if you would like press coverage. To contact Communications and Community Relations, call or email Cathy Summa-Wolfe, Communications and Community Relations director (ext. 7528 or cathy.summawolfe@marin.edu) or Nicole Cruz, Communications and Community Relations assistant to the director (ext. 7648, nicole.cruz@marin.edu)

There is no such thing as too early. The more time we have the better job we can do. Six weeks’ notice is ideal, especially for event promotions. A month is fine. Anything less than two weeks does not meet the requirements outlined by our media outlets. The reasons that editors want information in advance are many. Weekly publications require longer lead time and editors schedule reporters’ assignments in advance as much as possible, etc.

By working with us early, we may better help you attract media coverage for your event. It is best to give us a call when your event is in its planning stages. Do not rely on email communications if it is important to you. Please follow up with a phone call to ensure timely facilitation of your request.
Keys to attracting media:

Visuals: Try to incorporate a strong visual for photographers. Students testing an engineering assignment, a live hands-on demonstration organic farming techniques, and job fairs featuring area employers are all examples of what attracts reporters to stories.

Time/Context Hook: Try to establish a “hook” for your story. If it’s National Health Awareness week and you would like to promote a health curriculum, a hands-on health fair might be a good idea.

Celebrity Draw: A good speaker is always a draw, especially if you can demonstrate his popularity by listing TV shows he’s appeared on or other community groups he has spoken to.

Event Scheduling: It’s not usually a good idea to schedule an event in the late afternoon or evenings (unless it is a performing arts event) if you want press coverage, 11 a.m. to 1 p.m. is optimal.

Advertising v. Press Coverage: When you pay for an ad, you have purchased the space to say exactly what you want to say when you want to say it. But once you submit a press release to a media outlet, it’s out of your control. They can choose to run it as-is, edit it or assign it to a reporter to write their version of the story. We ultimately have no control over when the article will run, what the reporter will write or if it will run.

Event Cancellations: If you have to cancel an event or program, notify the Communications and Community Relations Office immediately. Although we have no control over another publication’s decision to announce a cancellation, the more notice we give them, the greater the chance they will.

Media Options

Communications and Community Relations staff members will be happy to help you determine which of the following option(s) will work best to promote your program/event.

Press Releases: A press release is a tool for news reporters and editors. It should be a complete statement of the facts (who, what, where, why and when) coupled with quotes from key college sources to give the article some “color.” Press releases are emailed to the appropriate editor/ reporter. We work from a list of local and regional newspapers, radio stations, cable stations and education trade publications. Depending on the story, that editor or reporter is called as well to pitch a special story angle or invite a photographer to the event. A few of our weekly papers print these one- to two-page press releases as-is. The dailies often use the press release as a tool to write their own story. Newspapers are under no obligation to print press releases, nor are they required to notify the college of when they will appear in the paper. Depending on the story idea, Communications and Community Relations staff will write a press release for you.

We appreciate receiving any background material and other pertinent information you
may have via email. Send the email to cathy.summawolfe@marin.edu or nicole.cruz@marin.edu. We will follow up with a phone call, if necessary, to obtain more information, ask questions or arrange a press interview.

Public Service Announcements: PSAs are brief (15 or 30 seconds) news items faxed to local radio and television stations. Anything longer will not be read on the air. Although radio stations are required to air PSAs (an FCC requirement to provide a public service in exchange for using bandwidth to broadcast their signal), it is completely up to their discretion to choose the spots that they prefer. Stations do not choose to air anything longer than 30 seconds; because they are in the business of selling airtime (ads), they will only run PSAs about a free event such as an open house, college fair or blood drive. If you want to promote anything that costs money such as a college program, college course or theater performance, you have to purchase an ad.

Cable Calendar Listings: Local origination and local cable access channels offer “community calendars” or bulletin boards as a community service, listing items of interest. Copy for these venues is very similar to a PSA. The text must be short and to the point. Because cable stations are typically lightly staffed or run with the help of volunteers, a lot of lead time is needed. At least two weeks’ notice is required. That means Communications and Community Relations needs to have your information prior to that (4-6 weeks is ideal). Cable stations are not required to air the listings we send them, but our local media have been very consistent in airing our items when they are submitted in advance.

Faculty and Staff Guidelines for Contacting the Media

Board Policy 3920 COMMUNICATION WITH THE PUBLIC

References
2 California Code of Regulations Section 18901;
Government Code Sections 89041.5 and 89001

The Superintendent/President shall establish District procedures to inform the public of the District’s mission, vision, news, events, accomplishments, and needs.

Administrative Procedure 3920 COMMUNICATION WITH THE PUBLIC

References
2 California Code of Regulations Section 18901;
Government Code Sections 89041.5 and 89001

The Office of Communications and Community Relations is responsible for college marketing, advertising, publicity, public relations, government relations, public information, event planning, District website, institutional branding, graphic design, video production, print publications, District mailings, and reprographics. All publications will present a consistent image including use of logo, typeface, and theme. Further details related to District publications and communications can be found in the Office of Communications and Community Relations guidelines available in print and on the District’s website. The Office of Communications and Community Relations works closely with the members of the news media to facilitate the dissemination of accurate
information about the District’s news, events, and accomplishments. Inquiries from members of the news media may be referred to subject area experts and/or special event coordinators as appropriate. Media guidelines are available on District’s website. Also see BP 1100 titled the Marin Community College District Office of Primary Responsibility: Office of Communications and Community Relations

Date Approved: April 19, 2011 (Replaces College of Marin Procedure 7.0051 DP.1)

**Guidelines When Reporters Contact You**

Members of the press will from time to time contact faculty and staff. When speaking to the press, please keep the following in mind:

- Please notify the Communications and Community Relations Office prior to speaking with a reporter on behalf of the District so that we can be prepared to respond in the event of follow-up coverage and watch for the resulting article for inclusion in our press clipping archive.
- Reporters are working on deadline. Be prepared. Have background information ready and don’t hesitate to decline to answer a question in order to research more information and get back to the reporter.
- Never exaggerate the facts.
- Avoid saying, “no comment.” It is preferable to say “I don’t know,” or “I’ll have to get back to you on that.”
- Don’t ask a reporter when or if an article is going to run or what the headline will read. Reporters have no control over these issues. They are the domain of the editor.
- Never release student names, telephone numbers, class schedules, or addresses.
- Never release home telephone numbers, fax numbers or addresses of college employees.

**A Note on Style Guides**

Reporters and editors use the Associated Press (AP) Style Guide for all newspaper copy. Press releases, public service announcements and cable calendar listings sent from College of Marin all conform to this style. Some frequently used features include:

**Numbers:** Spell out one through nine. Write 10 and above in numerals – except when beginning a sentence. *He wrote nine books. He wrote 46 books.*

Do not go beyond two decimal places: 7.51 million people. The college received a $1 million grant. Do not mix millions and billions: $2.6 billion, not 2 billion 600 million.

**Capitalization:** Seasons are not capitalized (except when used to denote an issue of a journal). It is the spring semester. He will be attending the fall semester. The Associated Press Style Manual allows capitalization of seasons if it is part of a formal name. Arguably, COM Spring Semester might be considered a formal name. So perhaps the jury is still out on this matter, but for the interim lowercase works in most instances.

**Dates & Time:** Sat., Sept. 18, from 1-3 p.m.

(Note periods and abbreviations)
Age: Use numerals after a person’s name separated by a comma.

John Jones, 38.

Titles: Titles are only capitalized when preceding a name: President Obama. Barack Obama is the president of the United States.

Only use full title and full name on first reference. Subsequently, use only the last name: Superintendent/President David Wain Coon, Ed.D., said College of Marin offers great opportunity for its students.

“We are the community’s college,” said Coon.

Capitalization of College: Only Capitalize "college" when it's part of a name.

College of Marin

The college

Academic Degrees: Do not abbreviate or capitalize.

John Jones has a doctorate in psychology.

However, abbreviations A.A., A.S., B.S., B. A., M. A., LL. D. and Ph. D. may be used when many individuals by degree must be listed. Use these abbreviations only after a full name.

Alumni: Alumnus (alumni in the plural) when referring to a man who has attended the college.

Alumna (alumnae in the plural) for similar references to a woman.

Use alumni when referring to a group of men and women

How to Send a Text File for Use in a Press Release

Please send information via an email attachment in MS Word format to cathy.summawolfe@marin.edu or to nicole.cruz@marin.edu. If you do not have MS Word, please send the attachment as a “text only” file.

Photography

We welcome your ideas for photographs (i.e. students in a classroom setting, displaying their science projects, assisting a local food drive, etc.) to be used in upcoming official college publications, advertisements, or media releases. Please call us in advance and provide the date, time, location, and name of subject or individual to be photographed. We will determine if the request can be fit into our schedule. The primary role of photography is to support the official college publications, media relations, and advertisements generated from our office. Therefore, it is important that all requests for photography — whatever they may be — come through OCCR.
Questions?

If you have questions about any of the guidelines please call or email Cathy Summa-Wolfe director of Communications and Community Relations (ext. 7528 or cathy.summawolfe@marin.edu) or Nicole Cruz, Communications and Community Relations assistant (ext. 7648 or nicole.cruz@marin.edu).
Reprographics Department

Location and Hours of Service

Reprographics Department: The Reprographics Department is located in the Learning Resources Center, Room 70, across from the College of Marin Bookstore. The office is open during regular weekday hours, Monday through Friday, 8 a.m.-4:30 p.m.

Order forms for projects can be found on the counter and at www.marin.edu/CCR. We accept electronic submissions. Please call regarding this service.

Mail Room: We offer after-hours drop off and pickup in the Mail Room during nights and weekends. Forms are available there and jobs may be placed inside the marked mailbox on the table in the center of the room. They will be processed the following morning. If you require after-hours pickup, please indicate so on your Print Request Form and your job will be left on the counter in the Mail Room or in your mailbox as requested.

Turnaround Time

Due to the large volume of production in the department, the regular turnaround time for basic black and white or color copying jobs is usually three working days. We are, however, able to accommodate requests for quicker turn around most days unless it is an extremely busy period.

Each day, the Reprographics office posts the dates available for job completion. Occasionally, during extremely busy times, we are forced to extend the turnaround time, but please feel free to ask if you need your job sooner. We attempt to meet all deadlines as best we can.

Equipment

Currently, we have the following machines:

- Xerox Nuvera 100 – Black and white high-speed copier
- Xerox DocuColor 260 Color Copier - Digital color copier
- AB Dick 9995 – Full color printing press
- AB Dick 360 Duplicator – Envelope and short run printer
- Epson Stylus Pro 7600 - Banner and sign maker
- GBC Binder – Spiral comb binder for products up to 2” in width
Fastback Tape Binder - Tape binder on documents up to 3”. Features include spine and cover printing.

Titan 265 Paper Cutter

Martin Yale 959 Folder

**Pricing**

The pricing in the Reprographics Department is generally just a slight margin above cost to cover our expenses. Labor is not charged at any time. We may adjust pricing to reflect fluctuations in supplies and paper. However, we do our best to keep these changes to a minimum. For more specific pricing for printing and special paper stock, please ask for a quote.

**Satellite Photocopi ers**

There are several walk-up copiers located on both campuses for use by staff and faculty. Kentfield copiers are located in the Kentfield Mail Room, Harlan Center and the Science Center. For problems or issues with these copiers, please contact Reprographics. For problems or issues with copiers located at IVC, please contact the Purchasing Department at ext. 8162.

Please note: These machines are for small jobs requiring less than 25 copies, or in urgent cases only. The cost of copies on these machines is considerably higher than the copiers in Reprographics, so please make every attempt to plan ahead and utilize our in-house service.

**Black and White and Color Copying Procedures**

A Print Request form is available in Reprographics or in the IVC Mail Room or at www.marin.edu/CCR. Be sure to specify details of your job on the form.

**Kentfield Campus:** Turn your job in at the basket on the counter in Reprographics. It will be ready at 8 a.m. the morning of the due date on the table in front of the Reprographics counter.

**Indian Valley Campus:** Place the Print Request form in outgoing interoffice mail for courier delivery. We will send your job back through interoffice mail with the courier on the morning of the due date.

**After Hours Service:** We have a small mailbox in the KTD Mail Room for dropping off copying jobs after-hours. If you would like us to leave your job in the Mail Room or in your mailbox for after hours pick up, please indicate this on your printing request form.
**Offset Printing and Graphics**

All printing and graphics jobs will be coordinated and supervised by the director of Communications and Community Relations and the Reprographics supervisor. Please see the previous chapters on Publications for information on requesting design and print publications.

**Business Cards**

Every employee at the College of Marin is entitled to order business cards. Please fill out a Business Card Request form available in Reprographics or in the IVC Mailroom or at www.marin.edu/CCR.

After you send your order to Reprographics, it will be processed as soon as possible. You will receive a proof of your card in your mailbox. Please check it over and sign it as soon as possible. *We cannot begin printing of your order until we receive your signed proof* so, be sure to look for it.

Your order will be printed and placed on the front counter when finished or sent to IVC via the courier.

**Paper, Envelopes, and Supplies**

COM provides general letterhead and envelopes for departmental use. We also provide white copy paper for your printers or departmental copiers. Please fill out a Print Request form for any letterhead, copy paper or envelopes and turn in to Reprographics. These materials are for college use only and are expensed out of the duplicating budget that is shared by all departments. Please limit your use to what is appropriate for college use.

**Signs and Banners**

Fill out a Request for Services form and turn in to Reprographics for processing. Please provide concise and clear information that can be read by passing motorists from a distance. Banners generally are 2-feet by 6-feet long. Signs can be made to size, but please indicate your preference. Turnaround time is usually within one week.

**Posting & Removal**: It is the responsibility of each department to place and remove banners from Sir Francis Drake Boulevard and signs that are posted around the college. Please be sure to remove all signs and banners once your event or need expires. If you require grommets to hang your banner, please fill out a Work Order form and send to Maintenance and Operations for processing.
Paper Selection and going green

In keeping with the mission of COM to go green, the department is now using a complete line of recycled papers and stocks for all projects.

All black and white documents are copied on recycled 20 lb. white paper, double-sided (unless specified otherwise). We stock a selection of recycled colored paper in both bond and cover weights. Please check with us about your needs and we will be happy to help make suggestions.

All color copying is done on recycled laser white bond and laser white cover stock. Printed materials such as brochures, flyers and business cards use appropriate recycled stock depending on the project.

Copyrights on Syllabi and Workbooks

Written Permission Required: When using material from other sources for syllabi or workbooks that are to be printed and sold in the College of Marin Bookstore, it is necessary to acquire written permission from the book or magazine publisher before your job can be printed. There are no exceptions to this rule, including limited or fair use. Recently, publishers have become very strict about use and the college has adopted this policy in order to avoid any legal issues regarding material. Please contact the Reprographics supervisor if you have any questions.

Billing and Budgets

The Reprographics department budget has a lump sum duplicating fund for all departments, with the exception of certain restricted budget areas. Each time you order a job, it is priced and invoiced to your department budget. Each budget is allocated a certain amount of funds each fiscal year. These balances are maintained and monitored by your department dean who receives statements of each department’s spending for that month. Charge-backs are also billed monthly for appropriate departments or organizations. If you have any questions about your budget or statements, please contact the Reprographics supervisor.

At Your Service

We are here to serve everyone at College of Marin. Please know that we are dedicated to doing our best to offer you efficient, timely and high-quality service. We have an excellent record of meeting deadlines and processing large volumes of work quickly and accurately. If you are concerned about deadlines, production quality, customer service, or any other issues, we are always here to listen and help. Feel free to contact Annie Ricciuti, supervisor of Reprographics and Mail Room, anytime with your questions and concerns, (415-485-9393 or annie.ricciuti@marin.edu).
Mail Room Guidelines and Information

Mail Services at the College of Marin include U.S. Mail, bulk mail, and interoffice mail for COM.

Location and Hours of Service

The Kentfield Mail Room is open during regular weekday hours, Monday through Friday, 8 a.m.-4:30 p.m. It is also open afterhours for your convenience, secured by a password combination. Please see your department administrative assistant or contact Reprographics to obtain the password. The number is changed periodically to guarantee security.

The IVC Mail Room is located in Administrative Services Center, Building 11, AS 127. It is not under the direction of the Communications and Community Relations Department. Please contact the IVC Admissions and Records Department if you need assistance regarding the IVC mail room or boxes.

U.S. Mail

Our Mail Room processes all incoming and outgoing U.S. Postal Service mail for IVC and Kentfield. Incoming mail is picked up each morning and processed by early afternoon. Outgoing mail is processed at 3 p.m. and is sent out by 3:30 p.m. Please have your mail in the Mail Room before 3 p.m. if you wish it sent out that day. We offer first class, postcard rates, certified, delivery confirmation and media mail services.

We also provide U.S. Postal Service Priority and Express mail service. If you would like to use other carriers such as Fed Ex or UPS, please make arrangements with the Maintenance and Operations Department or directly with the vendor. The Mail Room does not provide these services.
Interoffice Mail

We process interoffice mail from IVC to Kentfield. If you have mail that needs to be delivered to IVC, please bring it to the Mail Room before 9 a.m. to guarantee timely delivery. The courier run leaves Kentfield each day at 9:30 a.m. sharp.

Mail is delivered and distributed each morning at IVC at approximately 10-10:30 a.m. The courier picks up outgoing U.S. mail and interoffice mail from IVC and delivers them to Kentfield for processing daily at about noon.

The college courier is under the purview of the Maintenance and Operations Department, not the Mail Room. If you have any questions regarding courier runs or interoffice mail, please contact M&O.

Distribution

We distribute interoffice and U.S. Postal service mail each day as quickly as time will allow. However, memos, flyers, interdepartmental mail or other material that need to be placed in mailboxes are the responsibility of each department. Please check with Reprographics before placing anything in the mailboxes as there are policies and regulations regarding distribution of material.

Packages

The Mail Room only processes packages sent or received through the U.S. Postal service. Packages through other vendors, such as Federal Express or UPS, fall under the purview of the Shipping and Receiving/Maintenance and Operations department. However, small UPS or Fed Ex packages may be left in the Mail Room for pickup by couriers. You must provide the appropriate account numbers and/or prepaid shipping labels for your package and call the vendor for pickup. The Mail Room does not provide account numbers for these vendors or arrange for pickup.

The Shipping and Receiving department delivers packages to the Mail Room and distributes them into mailboxes. All incoming packages that are too large for mailboxes are placed behind the counter in Reprographics or delivered to appropriate department assistants or staff members. A pick up slip will be placed in your mailbox notifying you that you have a package if it is waiting in Reprographics.
Bulk Mail

For all mailings of 200 pieces or more, we highly recommend bulk mail. The cost savings is considerably high and unless you have a very time sensitive piece, it is an effective way to mail large quantities for low cost.

Bulk mail piece design is very precise so please consult with us if you require bulk mailing for your publication. The U.S. Postal Service mandates special addressing and design requirements for bulk mail. Failure to correctly implement these requirements can cause your piece to be rejected by the post office. They now require special endorsements that must be added to mail pieces. Please call to consult with us before preparing your mailings.

The U.S. Postal Service has instituted new procedures for bulk mail. Each bulk mailing should be prepared according to these very specific instructions. Please be aware that the Post Office can hold bulk mailings for up to two weeks, so time sensitive material should be prepared well in advance. Reprographics will prepare the paperwork necessary for your mailing but we ask that you provide pieces sorted according to postal standards, along with a count of pieces in each zip code.

Please prepare your mailing as described below.

**Bulk Mail Preparation.**

- The minimum number of letters per bulk mailing is 200. They need to be identical weight.
- Pick up mailing trays from Reprographics Department. If you will require a large number of trays, please request them in advance.
- For self mailers, please seal with two wafers across the top or side as appropriate.
- For envelopes, please leave the flaps open and up in the trays.
- Sort pieces according to zip codes. Make trays of all zip codes beginning with 949 - you do not have to rubber band or arrange sequentially. Make sure they are upright and face the front of the tray that has the label holder on it. Keep these separate from other pieces. Take a count of all the 949 pieces.
- Next, separate all mail that starts with the following first three digit zip codes: 940, 941, 943, 944, 954 and 955. Rubber-band these all together and place in separate trays as described above. Take a count of all of these pieces.
- Separate all remaining mail; rubber-band as one and place in separate trays. Take a count of all of these pieces.
- Prepare written list of counts of all 949’s, and each of the rubber-banded groups. Also add total of all pieces to list.
- Bring trays and list of counts to Reprographics for processing.
Mailboxes

Faculty members, administrators, and departments have boxes in Reprographics. They are coded by color and arranged by area. Mailboxes are assigned and created each semester based on the list we receive from Human Resources. If you are unable to locate your box or cannot find it, please ask a Mail Room clerk.

Administrators and faculty have individual mailboxes. Staff mail is generally received in each department box. Space is at a premium in the Mail Room. We will do our best to accommodate your needs. IVC mailboxes are managed and maintained by the IVC Admissions and Records Department. If you require a box, please contact them directly.

Please refrain from creating your own labels and never deface another label. If you need help, please contact someone in the Reprographics department.

Mail Room policy regarding distribution and posting

Please keep in mind that the mailboxes are for COM related business only. Board policy prohibits posting or distributing political or unrelated material anywhere in the Mail Room or in the mailboxes at any time. We reserve the right to remove items that are not related to COM business or that are inappropriate for posting or distribution.

At Your Service

The Communications and Community Relations Department strives to provide exceptional service and publications. If you have questions about any of the guidelines outlined in this booklet or any other matter regarding Publications or Communications and Community Relations, please call Cathy Summa-Wolfe at 415-485-9582 or Annie Ricciuti at 415-485-9393.

We appreciate your participation in the process and welcome comments from faculty, staff and students. This guide is a working document that will continue to evolve. We hope it will provide information to inspire creativity and help develop a consistent brand identity for the college. Your support is always appreciated. We look forward to working with you.

Suggestions or Comments?

We constantly strive to improve and upgrade our operation. Please feel free to offer any ideas or suggestions you might have to help us serve you better. We look forward to working with you.

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