

RESOLUTION FY 2013-04

Adoption of the Communication, Public Relations, Marketing and Fundraising Responsibility of the Institutional Advancement Department Policy

WHEREAS, no current policy exists regarding the responsibility of the Institutional Advancement Office to manage, coordinate and oversee the corporate communications (public, alumni, parent, community and government relations and marketing), and development (fund raising) activities of faculty, staff, alumni, parents, students and volunteers on behalf of the College and its programs, and

WHEREAS, it is necessary and desirable that the College shall be represented to its constituent audiences in a well-planned, consistent and well-executed fashion;

NOW, THEREFORE, BE IT RESOLVED, by the Board of Trustees of Edison Community College that all development and corporate communication activities for, and on behalf of, Edison State College programs, departments and related activities, shall be the responsibility of, and directed through the Office of Institutional Advancement.

Policy Statement

It is the policy of Edison State College that all development and corporate communication and public relations activities for, and on behalf of, Edison State College programs, departments and related activities, shall be the responsibility of, and directed through the Office of Institutional Advancement.

Purpose

This policy has been established to provide the appropriate procedures and practices to guide all fundraising, corporate communication and alumni/family relations activities undertaken by any person affiliated with Edison State Community College (ESCC) for the benefit of ESCC, and its academic, athletic, arts or other programs. This policy applies to any and all faculty, staff, students, student organizations, coaches, teams, volunteers, College-related foundations and all other parties involved in raising funds for or on behalf of ESCC.

This policy is intended to avoid:

1. Overlapping efforts from different entities within Edison aimed in regard to the same prospects or audience groups;
2. Solicitations or communications that are inconsistent with the Edison's mission, strategic or tactical/operations plans;
3. Any solicitation, communication or related public activity that is not in the best interest of the College;
4. The publication, reproduction or other use of the logos, brand images or other brand identifiers without the express written consent of the college;

Further, this policy is intended to:

1. Assure appropriate recording and acknowledgement of gifts in accordance with IRS standards (see IRS Publications 526 and 1771), and to;
2. Meet or surpass the standards of stewardship and reporting jointly recommended by the Council for the Advancement and Support of Education (CASE) and the National Association of College and University Business Officers (NACUBO).
 - a. (CASE Reporting Standards & Management Guidelines for Educational Fundraising; 4th Edition, 2009)

Definitions

- **Institutional Advancement** is the college office with responsibility for all fundraising, corporate communications, donor stewardship and tracking, alumni, parent and volunteer relations.
- **Corporate Communications** include all **print media** (brochures, handouts, newsletters, magazines, programs, etc.); **electronic media** (email, text, social, etc.); **marketing; advertising** (newspapers, programs, broadcast and narrowcast); **public; governmental and community relations**.
- **Fundraising/ Development** is the function of developing charitable (philanthropic) financial support for the mission of the college including all solicitations to individuals, corporations, foundations or community and civic organizations or groups.
- **Branding** is the cumulative community identity by which the College is known or recognized and the means by which we impact the individual and collective understanding or identity of the College mission, programs and functions.
- **Design Standards** are the visual components of design which contribute to the collective Brand. Some examples include, but are not limited to: logo, colors, typeface, and images. A more consistent standard of design allows the viewer/receiver to form recognition of the identity.

Procedures

1. Institutional Advancement staff will devise, publish and distribute appropriate procedures, forms and processes for the effective disposition of this policy.
2. Any request to undertake a fundraising, marketing, communication or advertising program or to solicit private contributions should be first reviewed and approved by the appropriate department head, director, dean and vice president and then forwarded to the Vice President of Institutional Advancement for final review and disposition.
3. Approve projects for any of the above-mentioned activities will be included in annual IA action plans or, if necessary, referred to the appropriate foundation board committee for further review and action.
4. Institutional Advancement staff will provide, or make available appropriate training for faculty, staff and volunteers regarding the effective actualization of this policy.

Approval

- Approval by Vice President of Institutional Advancement is required before any solicitation for any purpose is made or any resources committed.
- The Institutional Advancement Office must approve all fundraising, marketing and communication materials, including but not limited to, proposals, pamphlets, brochures, posters, advertisements, letters, multi-media productions, etc.
- The request should include the following elements:
 1. Description of Project / Program
 2. Clear definition of the audiences or prospects
 3. Specific objective (observable, measurable & repeatable) measures of expected performance or outcomes
 4. Budget impact and sources
 5. Fundraising goal or ask amount
 6. Names and contact information for proposed prospect(s)
 7. Support needed from Institutional Advancement
 8. Sign off by the appropriate department head, dean or vice president

Resources and Assistance to be provided

The Office of Institutional Advancement may provide the following support for approved communication, marketing, public relations or fundraising programs, projects or initiatives:

- Identification of appropriate audiences or prospect(s) for the program or project;
- The formulation and implementation of appropriate strategies and tactics / methods to achieve stated project objectives.
- Solicitation: Research, training, guidance, and relevant materials to solicitors prior to contact with prospects.
- Professional advancement to participate in donor/prospect visits/calls.
- Solicitation Materials: design, development, printing and distribution