

# PRAC Presentation

## Marketing & Communications

APRIL 21, 2025

Nicole A. Cruz, Director of Marketing & Communications

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JULY 2024

# MarCom Reorganization

# Marketing & Communications + College Services = MarCom

## Marketing & Communications

Planning, implementing, and evaluating District marketing and communication services

Strategic communications, branding, advertising, publications, and media relations

## College Services

Creative services, including graphic and web design for promotional and informational collateral

Printing and copying, including large-format banners and bindery

Mail services, including processing and distributing campus mail, external first class, and bulk mail

# MEET THE TEAM

**Nicole Cruz**, director

**Roger Dormann**, graphic design specialist

**Jesse Harbison**, reprographics mail clerk

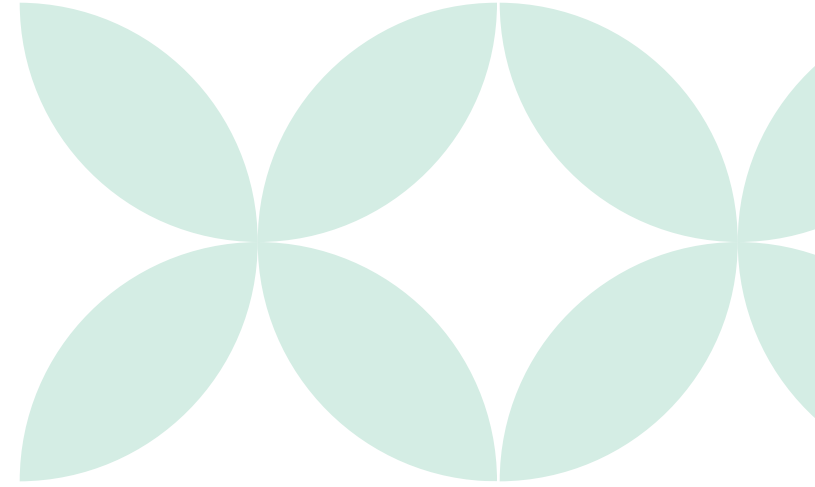
**Mike Klein**, reprographics mail clerk

**Dave Mahoney**, graphic design specialist

**Malaika Smith**, program coordinator

**Albert So**, print production specialist

*In memoriam ~ **Shook Chung**, senior creative designer*



# Campus Contributions (2024-2025)

**Nicole Cruz**, CMCM board of directors, Centennial Planning Committee, Bookstore and Beyond Taskforce, Central Marin Community Response Team

**Jesse Harbison**, Bookstore and Beyond Taskforce

**Mike Klein**, Hiring Committees for HVAC Control Engineer hiring committee (April 2025), Maintenance Electrician (March 2025), Locksmith Hiring Committee (December 2024)

**Malaika Smith**, Hiring Committee for SAA Administrative Assistant II (April 2025), Senator (Classified Senate), Umoja Learning Community Team, Caring Campus Committee

# How We Serve Our Community

MarCom informs, inspires, and invites participation in providing feedback and sharing the College's strategic vision. Our collective strength comes from individuals whose daily work changes lives through education. We combine relationships, partnerships, and our expanding webs of knowledge. Our transparent, collaborative processes empower the College community as ambassadors of education's transformative potential.

## **MARKETING AND COMMUNICATIONS**

College marketing, advertising, publicity, public relations, government relations, institutional branding, publications and collateral

## **PRINTING, COPYING, AND BINDING**

All printing, copying, and bindery services, such as flyers, posters, postcards, banners, brochures, etc.

## **DESIGN SERVICES**

New or revised graphic design or web design projects

## **BUSINESS CARDS/STATIONERY**

Cards, letterhead, bound notebooks

## **SUPPLY REQUESTS**

Paper for department copier use

## **PUBLICATION REQUESTS**

On-demand printing of College Catalog and Schedules

## **CLASS MATERIAL**

Humanities 101 readers



## PRINT ORDER SUMMARY BY SITE/DEPARTMENT

7/1/2023 - 4/16/2024

#Orders = 4,024

Highest Volume Users

1. ESL Noncredit
2. ESL Credit
3. English/Humanities
4. Biology
5. Music

7/1/2024 - 4/16/2025

#Orders = 4,114

Highest Volume Users

1. ESL Noncredit
2. English/Humanities
3. ESL Credit
4. Music
5. Community Programs



# GRAPHIC ORDER SUMMARY BY TYPE

7/1/2023 - 4/16/2024

#Orders = 88

## Order Type

Flyer 22.73%  
Poster 14.77%  
General 13.64%  
Certificate 7.95%  
Performing Arts Promo 6.82%  
Advertising 6%  
Digital Media 4.55%  
Promotional Items 4.55%  
Brochure 3.41%  
Invitation 3.41%  
Banner 2.27%  
Photography 2.27%  
Web 2.27%  
Bookmark/Ticket 1.14%  
Class Schedule/Catalog 1.14%  
Directional Sign 1.14%  
Mail Campaign 1.14%

7/1/2024 - 4/16/2025

#Orders = 92

## Order Type

Flyer 18.48%  
Poster 18.48%  
Postcard 8.70%  
Digital Media 7.61%  
Performing Arts Promo 7.61%  
Stationery 6.52%  
Banner 4.35%  
Program/Booklet 4.35%  
Advertising 3%  
Promotional Items 3%  
Request Consultation 2.17%  
Brochure 2.17%  
Certificate 2.17%  
Class Schedule/Catalog 1.09%  
Directional Sign 1.09%  
General 1.09%  
Invitation 1.09%  
Mail Campaign 1.09%  
Name/Tent Card 1.09%  
Photography 1.09%

# FINANCIAL OVERVIEW

Managing both  
**Marketing** and  
**Logistics**  
Budgets

The **marketing budget** is fairly straightforward, with the majority of costs going toward advertising and promotion, with additional expenses for freelance writing and, due to current staffing, creative services.

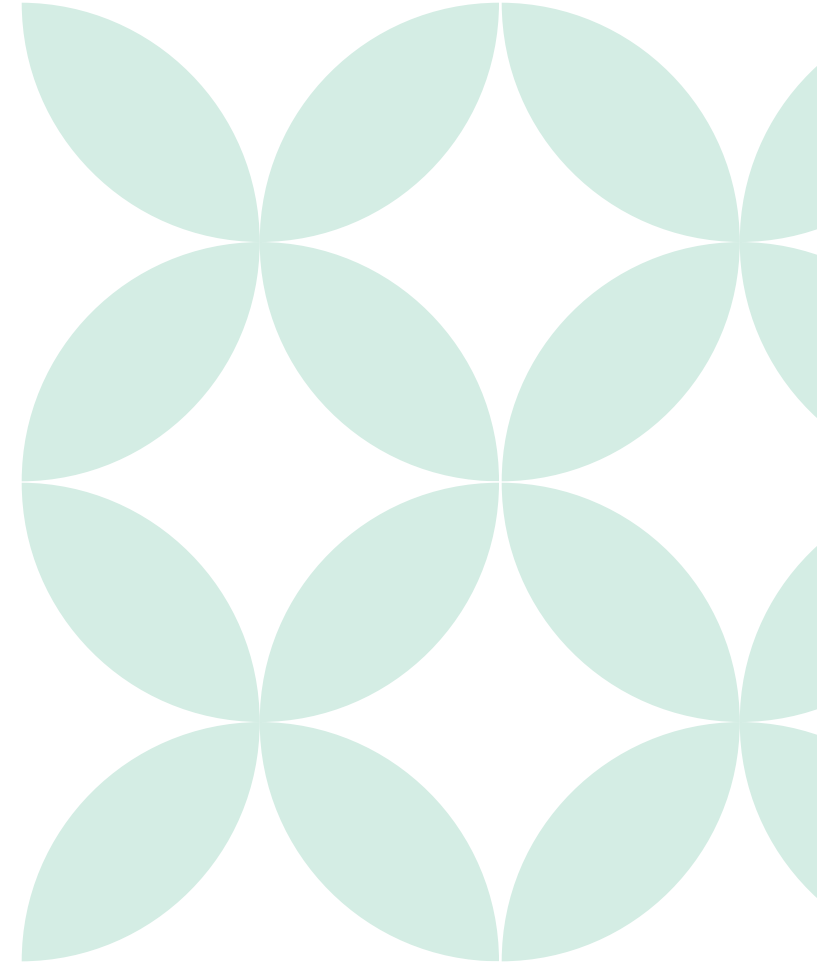
The **logistics budget** includes maintenance and rental contracts for satellite copiers and printers located throughout the Kentfield and Indian Valley Campus; reprographics, bindery, and mailing equipment located at 941 Sir Francis Drake Boulevard; as well as management of our paper and related supplies for print, bindery, and mail services.

# FINANCIAL SNAPSHOT

<b>Marketing</b> Salary & Benefits	\$359,922	<b>Unrestricted</b>	\$181,846
Marketing & Advertising	\$73,796	Swag	\$50,000
<b>Logistics</b> Salary & Benefits	\$899,447	<b>Unrestricted</b>	\$263,446
Maintenance Agreements	\$75,000	Rentals	\$32,000
Paper/Other Supplies	\$50,000	Software Licensing Fees	\$25,000
Postage	\$35,000	FFE	\$20,000

# CURRENT TRENDS ANALYSIS

- The pandemic and remote learning provided additional evidence that a change was needed in the way marketing and communication services were delivered.
- A greater emphasis on the user experience is now required when marketing to both internal and external audiences.
- MarCom is shifting from transactional project work to relying on an ongoing collaborative partnership between creatives and clients.
- Our centennial is an opportunity to shore up our brand standards within a more dynamic system that provides room for individuality.



# What We're Doing

# Visual Identity Refresh

WORDMARK

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MARIN

LOGOTYPE

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COLLEGE OF MARIN

MONOGRAM

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# Centennial Identity



# Centennial Identity Pairings






# Caring Campus



# Webmail Campaign – Spring 2025

(digital and print)

**Inbox Game Strong**




Stay on top of college life like a pro. Plus, you could win \$100

\* Contest ends April 30. Winners announced via webmail.

Download the outlook app, log in with your school email

COLLEGE OF MARIN

**Life Hack: Download Outlook**




And here's the tea: You could win \$100!

\* Contest ends April 30. Winners announced via webmail.

Download the outlook app, log in with your school email

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**Important News =Webmail Access =Outlook App**




Don't miss the memo—literally. Plus, you could win \$100

\* Contest ends April 30. Winners announced via webmail.

Download the outlook app, log in with your school email

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**No Webmail? No Problem!**




Actually, it's a problem. Fix it with the Outlook app. And win \$100.

\* Contest ends April 30. Winners announced via webmail.

Download the outlook app, log in with your school email

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**It's Giving... updates you can't miss.**




Financial aid, campus closures, campus activities – plus a chance to win \$100

\* Contest ends April 30. Winners announced via webmail.

Download the outlook app, log in with your school email

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**Opps forgot to download?**




Yikes! Still missing out? It's fine your secrets safe with us. But seriously, download the app now. You could win \$100!

\* Contest ends April 30. Winners announced via webmail.

Download the outlook app, log in with your school email

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**Serious Students Check Their Webmail**



Keep your college hustle in check—and win big!

\* Contest ends April 30. Winners announced via webmail.

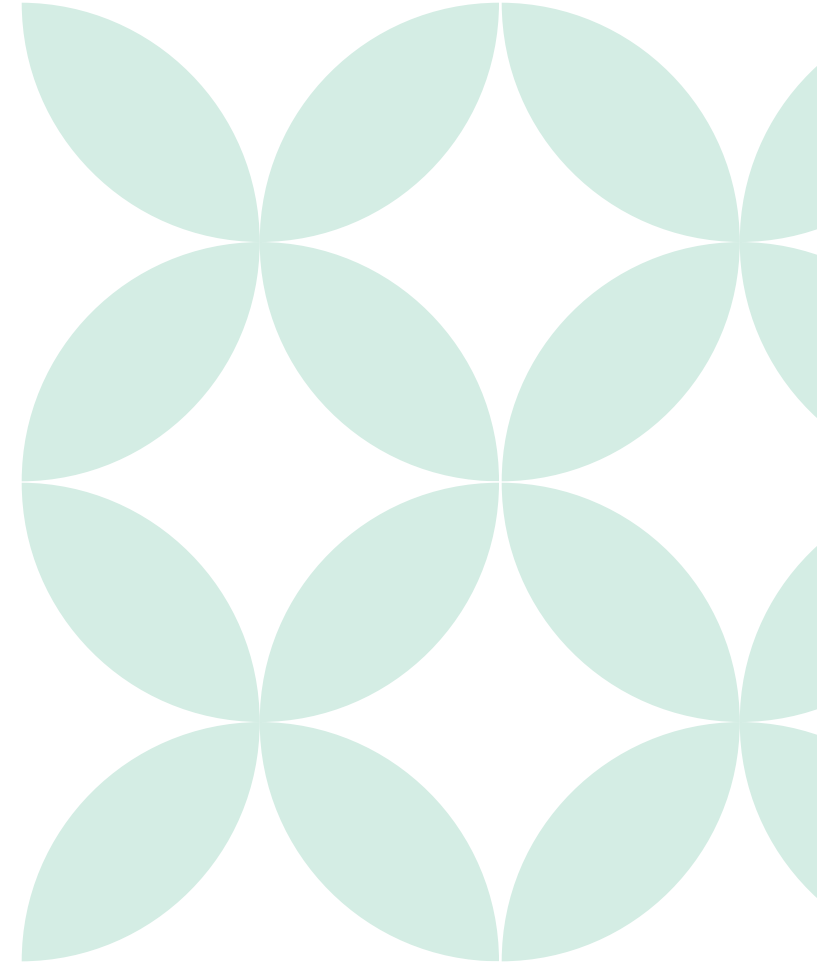
Download the outlook app, log in with your school email

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# What We're Working On

# Streamlining Storefront

- Improved submission process for print and graphic orders
- Proactive approach to high-volume clients
- Learning Communities initial request for It's Fall Y'all marketing collateral led to eight separate projects for the fall semester and beyond
- This approach allows our team to plan projects holistically instead of responding to them on an individual basis as they are submitted





# Swag

- Centralized at MarCom
- Informal focus groups to gather ideas from students and employees
- Quality and intent when sourcing in alignment with sustainability and equity goals



## CAMPUS BOOKSTORE

Situation: It is no longer fiscally feasible for Follet to maintain a campus bookstore presence at the Kentfield Campus.

Three options presented as solutions:

1. **MANAGEMENT MODEL**

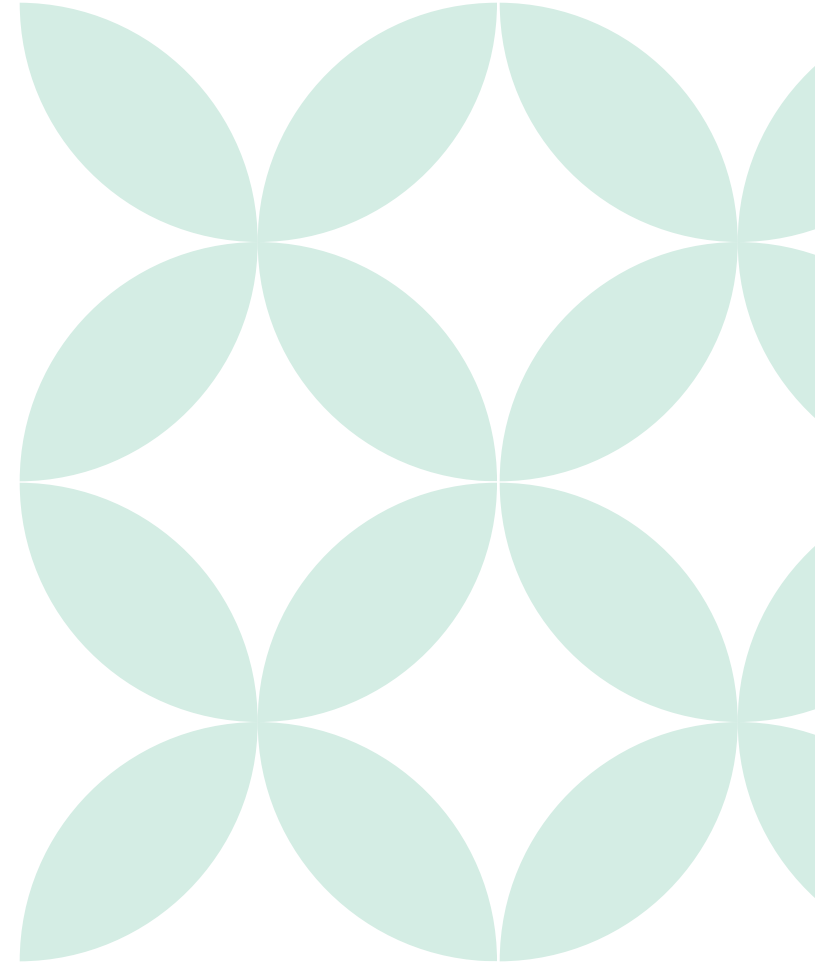
Continue physical bookstore presence as is; monthly cost to the District of \$3,000

2. **ONLINE ONLY MODEL**

**No cost for hosting, but COM employees would maintain**

3. **ACCESS MODEL**

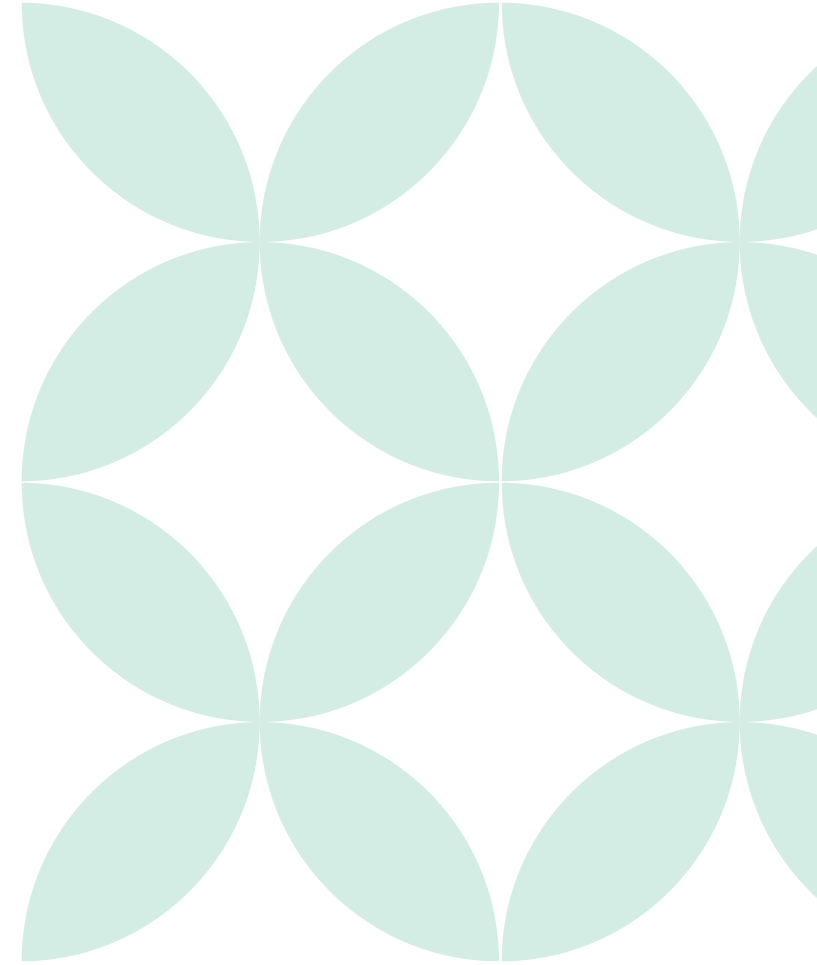
Not an option as this model creates equity issues



# STRATEGIC COMMUNICATIONS

Work is in progress on strategic communication plans for broadcast and emergency messaging

- Audit of communication channels and who has/should have broadcaster access
- Clear workflow and approval process, including redundancies
- Overlaid communication calendars to plan cadence of messaging throughout the semester
- Teams site for broadcasters to share and discuss requested communications to ensure messaging is cohesive and within our editorial style guidelines

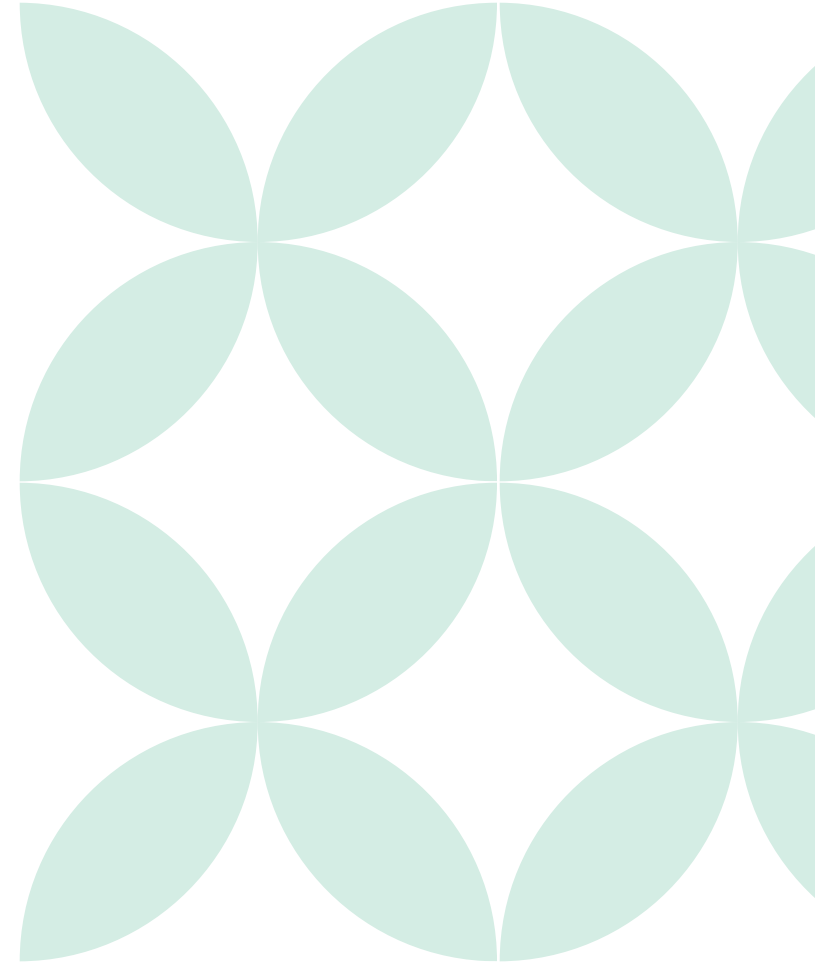


# Where We're Headed



# What we envision...

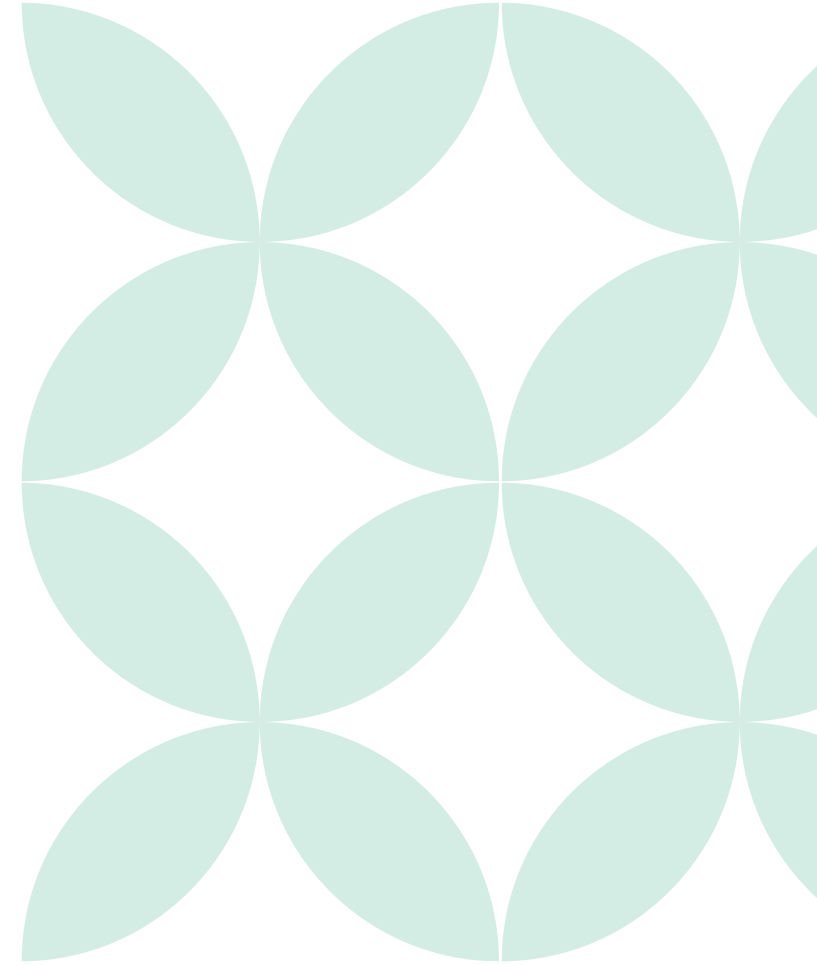
- Centennial ramp-up and rollout of playbook
- Broad understanding of our institutional visual identity refresh, including how it aligns with our mission and strategic vision
- Empower departments and areas to take ownership of their promotional roles through clear frameworks and tools to work more independently
- Improved response time to requests, inquiries, and job orders
- Continue building on working with clients proactively rather than transactionally



## ...and What We Need To Get There

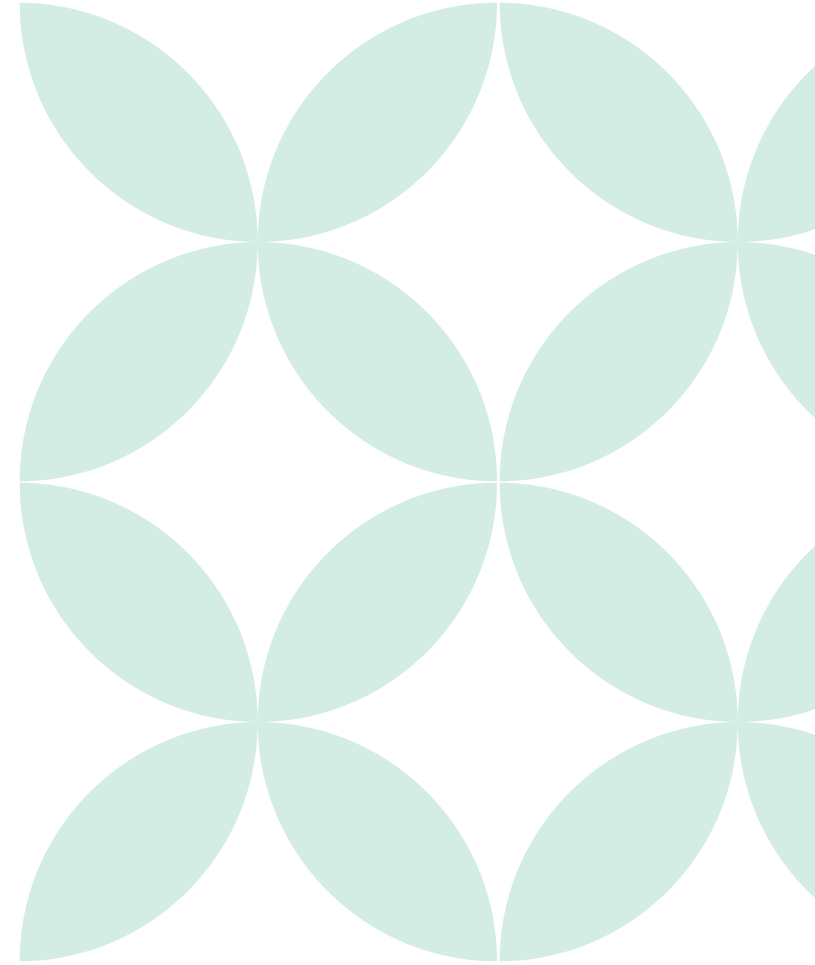
Funding requested for Administrative Assistant II, range 116

- Assist with the volume of inquiries and requests MarCom receives to improve response time and quality
- Allows for director to have a greater presence outside the office and be more accessible to our campus and community
  - Screen and route telephone calls; take, retrieve and relay messages as needed
  - Maintain appointment and activity schedules and calendars
  - Interface with the College community and the public; respond to inquiries and assist or direct to appropriate staff
  - Compose notes or rough drafts for a variety of materials
  - Research, compile and verify a variety of data and information; process a variety of forms, applications and paperwork



# Additional Funding Requests

- Consider increasing budget allocations for supplies and postage
  - Due to tariffs, we may see increases in the cost of goods such as paper and promotional items
  - Anticipate additional mailings for centennial awareness and activities





Thank You