



# Marketing and Communications Project Approval Requirements

The College uses a tiered system to identify the level of approval required for any given marketing and communications project.

## Explanation of Tiers

- Tier 1: Requires Marketing and Communications Department project leadership.
- Tier 2: Requires final approval by Marketing and Communications Department.
- Tier 3: Does not require Marketing and Communications Department approval, as long as writing, style, and design guidelines are followed.

## Projects by Tier

Type of Project	Tier
Christmas Card	1
Digital and print advertisements	1
Newsletter	1
Permanent signage	1
Recruiting material (print)	1
Stationery	1
Substantial video projects	1
Viewbook	1
Website pages	1
Academic Catalog	2
Awards Gala materials	2
Banners	2
Board of Trustees materials	2
Business cards	2
Campaign letters	2
Digital signage	2
Employee Handbook	2
Event programs	2
Mass emails (external)	2
Name tags (e.g., for employees, Ambassadors)	2
News articles	2
PowerPoint presentations for external audiences	2
Social media posts	2
Student Handbook	2
Temporary/brief announcement videos	2
Temporary/event signage	2
Apparel	3
Awards and certificates	3
Chapel materials (slides [including lyrics], handouts)	3
Diplomas	3
Mass emails (internal)	3
Merchandise (drinkware, pens, etc.)	3

**Note:** Please contact the Marketing and Communications Department if clarity on any of these project types is needed.