

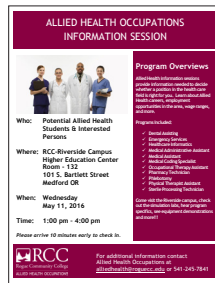
# RCC Marketing Toolkit

The toolkit consists of services and materials that we provide to your department for marketing support. Many of these tools are designed to help you create your own marketing products or publish your own digital content. Of course, marketing will provide you with advice and guidance.

## The tools are:

### Print Materials and Templates in Word and Publisher for:

- Flyer/Poster
- Brochure
- Rack card



### Pull Up Banner

An attractive and portable roll up display banner.

### Photo Gallery

Access to hundreds of photographs for your marketing materials. Go to <http://bit.ly/RCC-Photos>



### Web Ad

An ad on the front page of the RCC website that runs for a minimum of one week.

### Press Releases – PSA

Published to all media, on the RCC website, to all RCC, and on social media.

### Social Media Postings

Marketing will provide training and advice for your department to successfully use FaceBook, Instagram and Rogue Connect.

### Radio Spots

Teachable Minutes: One-minute monologues about a learning or how-to topic by RCC staff and faculty on KLDR/KAJO (Top 40/Community), Q100.3 (Country), KOOL FM (Rock) and 107.5 KISS FM (Pop/Hip Hop). Build your department or program's reputation.

### Blog - Rogue Community

RCC staff and faculty may provide short (250 words or less) articles that, like the teachable minutes, provide insight, education, etc., for the community. This builds web traffic and reputation for your department or program.

### Website Assistance

Marketing will help you with managing your Drupal content and search engine optimization for your department or program's web pages on the RCC website.

### Landing Pages

Marketing can create a stylish and trimmed down version of a web page that includes all aspects of your program. Useful for links from social media campaigns, "Connections" magazine and other printed materials. See [www.roguecc.edu/ComputerScience](http://www.roguecc.edu/ComputerScience) for an example.

### Events calendar

Marketing will publish your event on the RCC events calendar.

# We are RCC Marketing

## What do we do?

Tell the RCC story.

## How do we do it?

Through advertising, marketing, promotions, publications, and media and community relations.

## What's our logo?



## Fonts?

**Century Gothic**  
**and Garamond**

The RCC style guide, including the RCC color palette, is available on our website.

## Need more information?

You can find advice and information for you marketing needs and download templates and logos by visiting our website.

For all marketing requests, including a press release (or public service announcement), please fill out the marketing request form on our website.

We offer departments a marketing toolkit that includes a radio ad, pull up banner, rack card, flyer/poster, web ad, social media, blog and website assistance. (See reverse)



## Questions? Please call or email:

Grant Walker, director Marketing,  
541-956-7088, gwalker@rogucecc.edu

Carmen Sumner, assistant director, Marketing,  
541-956-7114, csumner@rogucecc.edu

[www.rogucecc.edu/Marketing](http://www.rogucecc.edu/Marketing)