

MARKETING AND COMMUNICATIONS
POLICIES + PROCEDURES

CORNISH COLLEGE OF THE ARTS

Developed, Updated & Approved by
Natasha Dworkin, Chief Marketing Officer

November, 2019



Posted: 11/2019
Revised: 11/2019

Contents

I OVERVIEW

II BACKGROUND

III POLICIES

- **Publication of Promotional Materials**
- **Marketing Requests and Workflows**
- **Name, Seal, and Logos**
- **Media Relations**
- **Nondiscrimination Notices**
- **Web Standards**
- **Social Media Standards**
- **Tablet and Mobile Application Standards**
- **Video and Photo Production Standards**
- **Freelance Videography and Photography**
- **Permissions and Releases**
- **Advertising + Sponsorships**
- **Policy Review + Approval**

Overview

Recognizing the need to enhance and cohere the Cornish College of the Arts brand and messaging, a stronger and more defined relationship is currently being established between the College's Department of Marketing and Communications and the campus community, including the evolving network of Cornish communicators. The goal: to produce consistently high-quality internal¹ and external² messages reflecting Cornish's values, mission, institutional identity, and strategic priorities.

1-2: See "Definitions" at the end of this section for detail.

Purpose

The purpose of the following *Marketing and Communications Policies + Procedures* is to establish the lines of responsibility and standards for Cornish College of the Arts's branding, marketing, and communications efforts. The policies and procedures outlined in this document apply to all Cornish departments, administrative units, and programs.

Marketing Policies and Procedures are in place to:

- Provide a central resource to maximize clarity for all Cornish departments, administrative units, and programs;
- ensure all information is consistent with Cornish branding, design, and editorial standards;
- integrate efforts between the Department of Marketing + Communications and Cornish communicators to optimize creativity in design and message, as well as to improve information flow and ensure compliance;
- streamline College processes for the request, production, and delivery of all marketing support and materials;
- provide detailed information about—and reduce ambiguities during—the design, review, approvals, and production processes for all marketing materials;
- assure Cornish is efficiently leveraging its marketing investments at all levels and in all areas;
- maximize opportunities to enhance Cornish visibility and effectively disseminate our community's stories;
- reduce miscommunication.

These procedures and workflows are subject to change and will be updated periodically in response to experience and community feedback. This document will be redistributed via email and Compass when significant changes are made.

If you have any questions or need further information about any aspect of this document, please contact: Natasha Dworkin, Chief Marketing Officer, 206.726.5129, ndworkin@cornish.edu

DEFINITIONS

1. "Internal" refers to our on-campus community, including faculty, students, and staff.
2. "External" refers to off-campus stakeholders, including parents, donors, partners, the media, social media networks, and the general public.

Background

Effective communication is central to an institution's success. Whether through traditional or new media platforms, the consistent application of strategies to promote and protect the Cornish brand is vital. Historically, decentralized communication management and budget structures have led to conflicting and inconsistent messaging about Cornish. The College now has a centralized Marketing Department, headed by a Chief Marketing Officer, and is committed to cohering the institution's brand, cementing Cornish's place as a premiere institution for the study of performing and visual arts; and establishing Cornish as a hub for artistry, citizenship, and innovation.

Policy

It is Cornish College of the Arts policy that the overall development, production, and application of marketing and communications strategies and materials throughout Cornish College of the Arts occur in coordination with the Department of Marketing and Communications.

The Department of Marketing and Communications is charged with oversight for the development of marketing and communications strategies, and for coordinating the external communications activities of the College. To ensure transparency, efficiency, and alignment, no marketing consultants, marketing research firms, social media consultants, advertising agencies, graphic design firms, independent designers, or web design firms may be hired without consulting with the Department of Marketing and Communications.

All Cornish external communications will be coordinated through the Department of Marketing and Communications. These institutional activities include, but are not limited to:

- Publications (including print and electronic);
- institutional branding, logos and unit graphic identity;
- advertising (the term advertising includes traditional media channels — TV, radio, billboard, magazine, newspaper, etc.), as well as marketing communications that utilize new media channels, including websites, email solicitations, product placement and other activities involved in marketing Cornish College of the Arts;
- media relations (distribution of press releases, development of external newswires, faculty expert databases and all other activities related to media relations);
- institutional videos;
- primary Cornish College of the Arts websites;
- emergency communications;
- institutional social media;

- licensing program management, including a review and approval process for all items bearing Cornish branding.

Cornish Communicators Network

The Department of Marketing and Communications assists all Cornish communicators, including Cornish administrators, faculty, staff and students, helping ensure that the Cornish College of the Arts image is accurately portrayed in news, promotional materials, activities, and events.

The Department of Marketing and Communications emphasizes a collaborative approach through the Cornish Communicators Network*, guided by Cornish Marketing and Communications Policies and Procedures, the Cornish Brand Standards Style Guide**, and periodic meetings and communication to promote a spirit of intellectual and creative collaboration to optimize excellence and creativity in design and messaging, and compliance with policy.

All Cornish College of the Arts departments, programs, and/or budgetary unit employees and/or students responsible for marketing, publications, or media relations are invited to participate in the Cornish Communicators Network as organized and facilitated by the Department of Marketing and Communications.

**Cornish Communicators Network is currently being organized, October 2019.*

***Cornish Brand Standards Guide is currently under revision, October 2019.*

Publication of Promotional Materials

Purpose

The purpose of this policy and procedure is to ensure high quality, visual consistency and a strong connection to Cornish College of the Arts brand across all promotional materials representing the Cornish College of the Arts. The goals are to:

- Ensure the consistent application of strategies to promote and protect Cornish's brand;
- ensure that Cornish properly communicates with a consistent voice;
- ensure all information follows Cornish design and editorial standards;
- provide centralized expertise and available resources to assist the Cornish community;
- combine efforts of all Cornish communicators and improve information flow and efficiency;
- ensure that Cornish is efficiently leveraging its marketing and advertising investments;
- reduce internal and external miscommunication.

Policy

All Cornish College of the Arts image publications and external audience communications, including all student recruitment and fundraising publications, must be designed and produced and/or pre-approved (prior to production) by the Department of Marketing and Communications. Cornish College of the Arts departments and programs preparing publications (newsletters, magazines, booklets, flyers, program brochures, posters, signs, etc.), advertisements (electronic and print), photographs, webpages and/or audio-visual presentations intended for an external audience should first contact the Department of Marketing and Communications for guidance and assistance to ensure compliance with policy and procedure, and efficiency in the production process.

Project Production

The Department of Marketing and Communications will review and authorize each design project in one of the following three ways:

- Insert the project in the Department of Marketing and Communications production calendar and produce the design in-house (see *Marketing Requests and Workflows* policy below);
- outsource the design project to an approved off-campus vendor for editorial, graphic and/or printing production;
- work closely with the relevant Cornish communicators to complete the design project within Cornish Brand Standards as determined by the Department of Marketing and Communications.

Please note: The Department of Marketing and Communications has responsibility for final approval of all text, messages, design, photographs, webpage content and design, graphic representations and artwork for work it prepares, and for vendor-assigned work.

Templates:

Cornish communicators are encouraged to use Department of Marketing and Communications design templates. Unique designs can be used, but must be approved by the Department of Marketing and Communications to ensure consistency with Cornish Brand Standards.

Cornish Brand Standards

The Cornish College of the Arts logo must be displayed on all materials that represent Cornish.

- Department logos must be in the Cornish branded template;
- all department names are set in the same size to maintain consistency;
- department logos can be downloaded from the Marketing and Communications page on Compass;
- graphic identities may be used as a secondary visual element, but may not contain “Cornish College of the Arts” within the graphic mark;
- graphic marks used to represent Cornish College of the Arts entities must be designed and/or approved by Marketing and Communications prior to use.

Marketing Requests and Workflows

Purpose

The purpose of this policy/procedure is to maximize clarity for each unit in the College regarding the appropriate steps to take to secure the support of the Department of Marketing and Communications.

Policy

There are two ways to submit information to the Department of Marketing and Communications for outreach purposes. These include:

- 1) Bi-annual meetings between each Department head and the Marketing and Communications Team, and
- 2) unplanned requests, for which a suite of online request forms have been developed.

Bi-Annual Unit Marketing Plans

Members of the marketing team will meet with each unit's Director or Chair twice annually: in advance of the Fall and Spring semesters. The purpose of these meetings will be to:

- **Establish a shared understanding** of that unit's strategic priorities for the semester, important dates/events, and needs for marketing support;
- **Coalesce College-wide messaging** and themes for that semester based on points of intersection and opportunities for departments to leverage and complement one another's initiatives.

After each unit's planning session, the Marketing team will develop:

- **A schedule of deliverables** and production timeline for that unit (which will be distributed to the Director/Chair for review and approval);
- **A College-wide calendar** of all marketing programs across all channels.

To streamline this process, ensure equity, increase efficiency, and avoid redundancies, the following points should be understood:

- All Faculty or Staff requests for marketing support must be delivered to their Department Director or Chair for inclusion in their unit's Fall or Spring planning session with the Marketing team.
- If requests need to be made after a unit's planning session has already occurred and the semester is underway, it should first be vetted with the unit Director or Chair and, once the request has been approved by the Director/Chair to advance to Marketing for support, the "Unplanned Requests Process" below should be followed.

Unplanned Requests

Faculty and Staff may submit requests for Marketing support outside the scope of each unit's Fall or Spring Marketing plan, as long as the following processes and tools are utilized.

Please note that, while the Marketing team always aims to support each request received, those received and planned in conjunction with each unit during the bi-annual planning sessions will be prioritized over unplanned requests.

- *****Request must be vetted with the Department Director or Chair for approval before being submitted to the Marketing team.*****
- For print design requests, use the Design Request Form.
- For social media coverage requests, use the Social Media Request Form.
- For newsletter submission requests, use the Newsletter Submission Form.
- For website change or content addition requests, use the Website Request Form.

Marketing Production Workflow

Once an agreed-upon slate of deliverables and associated production timeline has been established during the bi-annual unit planning sessions (and/or production has begun on a previously unplanned request), the following workflow will commence.

This workflow is not exhaustive, but rather intended to provide a general sense of what to expect from the production partnership with Marketing. Each project is different and additional steps or revisions to this workflow may be needed accordingly.

- 1. Resource Delivery:** the unit delivers all needed text and/or graphic assets for inclusion in the project.
 1. Text and imagery must be finalized and approved by the Department Director or Chair before it is delivered to Marketing.
 2. All assets received by Marketing will be assumed to have been approved by the unit Director or Chair and, as appropriate, Division heads.
 3. If Marketing has suggestions for changes to text or imagery to facilitate stronger brand adherence or cohesion, those suggestions will be presented to the unit Director or Chair before the project progresses to the design phase.
 4. No substantive edits to text will be permitted after a project has progressed to design.
- 2. Concept Creation + Review**
 1. Marketing will deliver v1 of the project to the unit lead for review.
 2. The unit lead will steward the concept to their Director or Chair and any other relevant stakeholder to collect feedback.
 3. Feedback will be provided in one batch of combined edits to the Marketing team.

4. Two rounds of reviews and revisions will be permitted for each project.
5. All parties understand that further reviews and revisions will delay the production process.

3. Approvals:

A physical copy of the approved concept must be physically signed by the unit Director (or an email approval citing the version number must be received) in order to move ahead with production.

4. Production:

1. All outward-facing promotional material for Cornish College of the Arts will be managed by the Department of Marketing and Communications, including print production and digital assets.
2. The Marketing team will work with external vendors to understand a timeline for delivery and will communicate that information to the requesting unit.
3. The Marketing team will manage and attend all proof reviews and press checks.
4. All print materials will be delivered to campus to the attention of the Department of Marketing and Communications so that a quality review can be completed before the materials are distributed to the requesting unit(s).
5. Once production is complete, Marketing will retain several copies for our archives.

Other Important Guidelines

- All departments must work with the Department of Marketing and Communications on the production of all external-facing print and digital College messaging materials. At no time is it acceptable for a Department to secure its own private marketing support or design services in isolation from the Department of Marketing and Communications.
- Only approved designers, photographers, and project managers will be involved in the creation of College messaging materials
- To ensure brand cohesion and strategic delivery of branding, all outward-facing print and digital materials must be approved by the Chief Marketing Officer.
- Projects or materials not approved by—or developed in coordination with—the Marketing department, may be ceased and/or pulled from circulation.

Cornish Name, Seal, and Logos

Purpose

The purpose of this policy and procedure is to delineate the acceptable uses of the Cornish College of the Arts seal and logos.

Policy

It is the Cornish College of the Arts's policy that the development and application of Cornish College of the Arts brand standards is determined by the Department of Marketing and Communications as approved by the Office of the President. All Cornish College of the Arts community members are required to use Cornish College of the Arts logos, publication guidelines, and graphic standards.

The Cornish College of the Arts's name, seal, and logo are the official emblems and registered trademarks of Cornish and may only be used for official Cornish College of the Arts purposes. The Cornish College of the Arts seal is reserved for use by the President's Office and is to appear only on official documents, high-end merchandise, and other communications at the discretion of the President or the President's designee(s).

The Cornish College of the Arts logos, along with accepted variations, are the primary graphic marks for the Cornish College of the Arts. The logos are designed to promote the Cornish College of the Arts's brand and must be used on all internal and external printed and electronic materials representing the Cornish College of the Arts.

While the logos must be used by all Cornish College of the Arts departments and programs, on all internal and external printed and electronic materials representing the Cornish College of the Arts (including letterhead, business cards, reports, magazines, newsletters, presentations, webpages, and temporary and permanent signage), the logos are not to be modified by changing the font, proportions, color or other design alteration.

Cornish College of the Arts logo use is not permitted in publications and displays that are not under the auspices or official sponsorship of the Cornish College of the Arts. Questions regarding use of the Cornish College of the Arts logos in publications or displays should be addressed to the Chief Marketing Officer in the Department of Marketing and Communications.

Licensing

Commercial use of the Cornish College of the Arts name, seal, or logos is prohibited.

Cornish Public Relations and News Media

Purpose

The purpose of this policy and procedure is to help ensure the image of the Cornish College of the Arts, including its administrators, faculty, staff and students, is portrayed as accurately as possible in the public and news media, and to develop, using mass communications, public understanding of Cornish College of the Arts programs, activities and events. This policy and procedure describes the Cornish College of the Arts's position with respect to interacting with news media representatives. For the purpose of this policy and procedure, news media shall refer to representatives of newspapers, magazines, newsletters, online publications, television, and radio.

Policy

The Department of Marketing and Communications provides assistance and counsel for all Cornish College of the Arts communications and news media needs in support of and consistent with Cornish's mission. While the Office of the President and the Office of the Provost are authorized to interact directly with the media when necessary, the Department of Marketing and Communications serves both the Cornish College of the Arts community and the news media as the central resource and primary point of contact for all news media representatives. As the primary liaison between members of the Cornish College of the Arts community and the media, the editorial team of the Department of Marketing and Communications shall:

- Provide the Cornish community with the standards and direction associated with:
 - External news
 - Major news stories
 - News releases
 - Protocol in responding to news media inquiries
 - Monitoring news media on campus and public information requests (further defined below)
- Provide information of public and media interest in a professionally prepared format to the news media and via social media, including: writing Cornish College of the Arts news releases, media advisories, photo opportunities, and other dispatches regarding significant events and activities that enhance the image of Cornish College of the Arts, and are of interest to the Cornish community and general public as determined by the Department of Marketing and Communications
- Maintain updates to the Press Room on the Cornish College of the Arts website
- Track media mentions
- Advise and assist in media issues management, including news releases, media advisories, backgrounders, talking points, news conferences and media strategies

- As appropriate, arrange interviews with administrators, faculty, staff and students with representatives of the news media
- Assist media representatives in locating sources of information at Cornish College of the Arts
- Provide media coaching for administrators, faculty, staff and students in preparation for publicity, such as interviews
- Maintain current media contact lists
- Serve as Public Information Officer (PIO) for Cornish College of the Arts

External News

The Department of Marketing and Communications' editorial team is responsible for disseminating institutional news releases, media advisories and other Cornish College of the Arts information to media outlets and will otherwise make all media contacts for Cornish College of the Arts. Any questions regarding media contacts or coverage should be directed to the Chief Marketing Officer. Written communications with media must conform to Associated Press (AP) style and accepted journalistic standards. The Department of Marketing and Communications' editorial team will review publications and web content for appropriate news, newsworthiness and/or design standards, and work with appropriate Cornish communicators and community members on revisions or concerns.

Major News Stories

News of major importance must be identified by Cornish community members and planned in conjunction with the Department of Marketing and Communications well in advance (embargoes can be established or confidentiality ensured for sensitive topics or when external partners are involved) so that senior administrators can be included, informed and quoted as needed, and announcements planned for major impact. Cornish College of the Arts departments, programs, and budgetary units are asked not to send information or releases separately to media without prior approval of the Department of Marketing and Communications, as duplication and confusion, and sometimes outright error, can result. However, the Department of Marketing and Communications will inform the Cornish communicators from specific departments, programs, and budgetary units of opportunities, and will work with them to coordinate additional news dissemination.

News Releases

All externally targeted news releases (including media advisories and photo ops) are requested to route through the Department of Marketing and Communications. As the central resource and primary contact with the media, the Department of Marketing and Communications reserves the right to review all news content to determine newsworthiness and to edit news items for style requirements. The editorial team will determine, with input from the involved Cornish communicators and community

members, the best and most appropriate approach (whether news release, media advisory or campus announcement) through which Cornish news shall be released.

The Department of Marketing and Communications issues a news release when a Cornish administrator, faculty member, staff member or student has a major research, funding, or other newsworthy announcement that will enhance the Cornish College of the Arts's image and/or brand. News releases are posted on the Cornish website and social media, and sent via email to news media at the discretion of the Department of Marketing and Communications.

- A standard paragraph about Cornish College of the Arts and its mission will be added to all external news releases sent to the news media via email or distributed at a news event, such as a news conference and/or announcement.
- The editorial team will provide assistance in planning events, such as news conferences, photo opportunities, and/or announcements.
- The editorial team will send out media announcements in advance of the news conference and/or announcement and prepare, as appropriate, hard copies of news releases and background materials for the event.
- The editorial staff will also, as appropriate, send out news releases via email following the news conference and/or announcement.
- The editorial team will advise in setup and planning for news conferences and/or announcements, but will not be responsible for procuring items, including but not limited to tables, chairs, catering, parking and other directional signs, lecterns and sound systems. To ensure the assistance of the editorial team in setting up an on-campus news event (conference and/or announcement), it is recommended that Cornish community members contact Marketing and Communications a minimum of one month prior to the scheduled news event. Text and images for supporting materials must also be ready a minimum of one month prior to the event

Media Advisories

The Department of Marketing and Communications shall issue a media advisory at the request of a Cornish administrator, faculty, staff or student to announce an upcoming event or happening (including news conferences, conferences, performances, etc) consistent with Cornish positioning, branding, and strategic priorities as determined by the Department of Marketing and Communications. Media advisories are sent via email to the news media and are not generally highlighted on the Cornish website until the appropriate time.

Campus Announcements

The Department of Marketing and Communications shall issue a campus announcement

via the Cornish website at the request of a Cornish administrator, faculty, staff or student to announce an event or happening that affects the Cornish community and is generally open to the public.

News Media on our Campuses or on Cornish Property

While on Cornish College of the Arts property, news media representatives should be accompanied by a Department of Marketing and Communications staff member or Cornish communicator designated by the Department of Marketing and Communications. If not previously contacted, the Department of Marketing and Communications should be notified of news media representatives visiting the Cornish campus by all Cornish employees involved and/or approached by the visiting news media as soon as possible.

Responding to Media Inquiries

The Chief Marketing Officer serves as the official spokesperson for Cornish College of the Arts. In addition, an official media spokesperson may be designated, on a case-by-case basis, by the CMO, the Office of the President, or the Office of the Provost. The Department of Marketing and Communications prefers to arrange media interviews with Cornish administrators, faculty, staff and students through its office. This ensures Cornish not only serves as a valuable source, but also meets media deadlines for stories, delivering excellent service in support of the working press.

Academic Freedom

Cornish College of the Arts respects academic freedom and protections afforded to faculty under the First Amendment to the United States Constitution. Cornish recognizes that faculty may respond to media inquiries directly on matters related to their professional duties, the functioning of the College, and/or on matters of public concern subject to the need for courteous, professional and dignified interactions and the responsibility to refrain from interfering with the normal operations of the College and its ability to carry out its mission. Because faculty have a special status in the community, faculty have a responsibility and an obligation to indicate when expressing personal opinions that they are not institutional representatives unless specifically authorized as such. Faculty who respond to media inquiries on matters related to their professional duties, the functioning of the College and/or on matters of public concern, are asked to send, via email or phone call, a brief communication to the CMO since the Department of Marketing and Communications tracks and reports all media coverage. Should faculty members need assistance or advice in responding to an inquiry, they should immediately contact the Department of Marketing and Communications prior to responding. The Department of Marketing and Communications is pleased to provide assistance in responding to any media inquiry.

Professional Public Appearances/Publications

Cornish College of the Arts faculty and staff involved in professional activities such as an appearance at a conference, should notify the editorial team as soon as feasible prior to

the scheduled professional activity to ensure appropriate and timely release of information to the media, and opportunities for highlighting said activity across the Cornish social channels.

Incidents or Sensitive Issues

Cornish College of the Arts incidents or stories that may lead to negative perceptions or publicity must be conveyed to the Department of Marketing and Communications as early as possible so facts can be gathered and timely responses can be made, in conjunction with the College’s Crisis Communications Plan and Procedures.

Government and Influencer Relations

The Department of Marketing and Communications can facilitate communication efforts and help with protocol when members of the Cornish community are conveying College-related information to lawmakers, policymakers, business leaders, and other influencers. This includes invitations to — and communication about — Cornish events, programs, and tours, to ensure the most effective communication possible with these constituents.

Non-Discrimination Notices

Cornish College of the Arts is required to include a nondiscrimination notice in a wide variety of its publications to comply with federal regulations. Any department or unit that publishes and distributes or posts bulletins, announcements, publications, catalogs, application forms, other recruitment materials or other publications that are made available to students, employees, applicants, or participants must include the following nondiscrimination notice in the publication.

Non-discrimination notice:

Cornish College of the Arts is an EEO/AA employer, and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran's status in employment, education, and all other programs and activities.

Postcards and one-page flyers:

If the document being distributed satisfies U.S. Postal Service requirements for being classified as a postcard or if the document is a one-page promotional flier intended for display (excluding flyers not intended for display purposes or flyers intended for student recruitment efforts), or if the material is being distributed via digital channels and space is therefore limited, the following nondiscrimination notice may be used:

Cornish College of the Arts is an equal opportunity/affirmative action institution.

To report or discuss general concerns regarding Cornish compliance with nondiscrimination notices, please contact the Chief Equity Officer.

Web Standards

Purpose

The purpose of this policy and procedure is to describe specific visual and information elements and their usage that are required for all official Cornish College of the Arts webpages, as well as internet communications and applications required for all official Cornish College of the Arts webpages. All publicly accessible Cornish College of the Arts webpages must adhere to the requirements below.

Policy

The Cornish Web Standards described herein apply to all Cornish College of the Arts webpages and web-based services that use Cornish College of the Arts web services. This policy applies to Cornish College of the Arts webpages (cornish.edu and its subdomains) and web-based services representing the Cornish College of the Arts on the internet. It pertains to all persons tasked with maintaining Cornish College of the Arts websites.

Cornish Web Standards are intended to promote a strong and consistent Cornish College of the Arts brand, in conjunction with a clear and accessible interface for those accessing information about the Cornish College of the Arts via the web. Each Cornish website document is part of the Cornish College of the Arts's public presentation, and should be written and edited with the same care and diligence that one would apply to a Cornish College of the Arts print publication. All Cornish College of the Arts websites shall comply with both Cornish Web Standards and Section 508 accessibility standards as follows:

- **Domain Names**
Cornish College of the Arts websites must have domain names within the Cornish.edu domain, e.g. Cornish.edu/admission or apply.Cornish.edu. External domain names shall not host a Cornish College of the Arts site or redirect to a Cornish.edu-based URL unless there is a valid marketing reason for doing so. In those rare cases, use of an external domain name must be approved by the Department of Marketing and Communications. All domain names are subject to approval by the Department of Marketing and Communications.
- **Design**
Cornish College of the Arts websites use the Cornish College of the Arts's WordPress Content Management System (CMS) and Cornish-approved web templates. The Cornish approved web templates provide consistent branding and navigation while supporting a broad range of content and layout options. Sites that have received approval to be outside of this CMS are required to adhere to Cornish brand standards in their design.
- **Training**
In order to receive editing/publishing access, all persons tasked with maintaining Cornish College of the Arts websites (web administrators) must receive training to

use the campus WordPress environment and understand what is required to comply with Cornish College of the Arts web standards.

- **Contact Information**
Cornish College of the Arts websites must provide up-to-date contact information (name, address, email) OR contact forms, as a way for users to contact a Cornish College of the Arts department.
- **Ensuring Accuracy**
Cornish College of the Arts websites must be continuously maintained. Periodic review and necessary revision are needed to ensure that all Cornish College of the Arts content is relevant, accurate, and up-to-date, as required by the specific area/unit web administrator.
- **Confidential Information**
Confidential information shall not be published on Cornish College of the Arts websites. All published Cornish College of the Arts webpages are submitted to public search engines (e.g., Google, Bing), even if that page has no inbound links (an orphaned page). Content that should not be found by site search should be removed by setting its status to “draft” or removing the page to “trash.”
- **Advertising/Sponsorship**
Only departments/organizations with an existing and approved advertising/ sponsorship may extend it to their website. For approval of prospective advertising/sponsorship programs, please contact the Chief Marketing Officer. Pages on cornish.edu are restricted to displaying sponsor names, not logos.
- **Copyright**
Cornish College of the Arts websites must comply with federal copyright laws.
- **Correct Use of College Name**
The official forms of the Cornish College of the Arts’s name are: Cornish College of the Arts, Cornish College, and Cornish. Do not use any other abbreviation or arrangement. CCA is an example of an unacceptable abbreviation. Also, when referring to Cornish College of the Arts simply as “the College,” the word “College” is uppercased.
- **Correct Spelling and Grammar**
As with any publication, please check for spelling errors, typos and grammatical mistakes. Please notify the appropriate area/unit web administrator if errors are discovered. If you do not know the identity of the area/unit web administrator, please contact the Department of Marketing and Communications, which will assist by identifying the area/unit web administrator.
- **Correct Use of Images**
Images must include appropriate text alternatives (alt text) as required for web accessibility. Images must not incorporate difficult to read or illegible text. Images must not appear pixelated or stretched. Image files should be in JPG, PNG, or GIF format and less than 800kb in file size. Using Save for Web in Photoshop with a quality setting of High (60 percent) is recommended.

- **Faculty Pages and Bios**
A faculty member may be represented with a single faculty page/bio within the site of the department with which the faculty member is affiliated. The content of such faculty pages are the department's responsibility to maintain and keep up-to-date. If content needs to be updated and the unit does not have administrative access to make the needed changes, a Website Change Request form (available on Compass) can be submitted. If a faculty member wishes to provide additional information online, they may provide this information via a link from their Cornish faculty bio to a non-Cornish-affiliated site.
- **Compliance with Cornish College of the Arts Web Standards**
If noncompliance with Cornish College of the Arts Web Standards is found, the noncompliant page(s) may be placed in draft mode by the Department of Marketing and Communications. Pages placed in draft mode are effectively removed from the live site, but their content remains available in the WordPress backend for site owners to update. When the Department of Marketing and Communications places noncompliant pages in draft mode, the content provider will be notified via email that the pages require updating before they can be returned to live status. The content provider may then update the pages, keeping them in draft mode, and notify the Department of Marketing and Communications when all updates have been made. The Department of Marketing and Communications will then review the updated pages, determine if they are compliant with Cornish College of the Arts Web Standards, and if so, return the pages to live status.

Section 508 Amendment to the Rehabilitation Act of 1973 – Information Technology Accessibility Standards

Cornish College of the Arts complies with Section 508 Amendment to the Rehabilitation Act of 1973. Section 508 standards are based on the Web Content Accessibility Guidelines (WCAG) established by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C). Compliance with Section 508 standards is required by law. The standards most relevant to a typical Cornish website are summarized below:

- A text equivalent must be provided for every non-text element. Non-text elements include images, audio, video and programmatic objects, such as plug-ins and applets.
- Link text should be informative, unique to the page, and give context. For example, use "Download the Academic Calendar (PDF)" rather than "Click here to download." Use "Nellie Cornish Biography" instead of "Biography."
- Web documents must be designed such that information conveyed with color is equally available without color. High contrast between backgrounds and text must be maintained.
- Web documents must be organized so as to be readable without requiring an associated style sheet.

- If image maps are used, redundant text links must be provided for each active region of the image map.
- When web documents use scripting languages, the page must remain usable when scripts are turned off or not supported.
- When web documents use scripting languages or plug-ins to display dynamic content, the information provided by the script or plug-in must either be accessible or an alternative presentation or page must be provided.
- When compliance cannot be accomplished in any other way, a text-only page with equivalent information or functionality must be provided. The content of the text-only page must be updated whenever the primary page is updated.
- Row and column headers must be identified in data tables.
- For data tables with two or more logical levels of row and column headers, markup must be used to associate data cells and header cells.
- Frames must be titled with descriptive text facilitating frame identification and navigation.
- Online forms must be designed to ensure that people using assistive technology are able to access all form fields, functionality, and instructional information needed to complete and submit a form.
- When video is embedded on a webpage, a transcript should be made available, and an accurate closed captioning option provided.

To report or discuss general concerns regarding Cornish compliance with Section 508 Amendment to the Rehabilitation Act of 1973, please contact the Department of Marketing and Communications.

Social Media Standards

Purpose

The purpose of this policy and procedure is to ensure quality and appropriate use of approved/official Cornish College of the Arts social media channels for promotion and information at the Cornish College of the Arts.

Policy

At Cornish College of the Arts, we recognize that social media sites like Facebook, Twitter, YouTube, Vimeo, BandCamp, Instagram, Flickr, Pinterest, and LinkedIn have become important and influential community communication channels.

The purpose of using social media channels on behalf of Cornish College of the Arts is to support Cornish's mission, goals, programs and sanctioned efforts, including the dissemination of news, alumni information, marketing and branding strategies, content, production promotion, and directives. Therefore, when using approved/official Cornish social media channels identified with the Cornish College of the Arts, it is critical that Cornish community members recognize that they are representing Cornish College of the Arts to the world at all times.

To assist in posting content and managing these sites, Cornish College of the Arts offers the following policies and guidelines for official use of social media. These policies and guidelines apply to all Cornish community members using approved/official Cornish social media. These policies and guidelines are not intended to govern or restrict personal presence on the web, nor are these guidelines intended to restrict employee rights to engage in concerted, protected activity related to the terms and conditions of their employment.

General Guidelines

- **Approval of Official Cornish Social Media Accounts**
Employees who wish to set up approved/official Cornish College of the Arts social media accounts and speak on behalf of the Cornish College of the Arts through social media must receive permission from their Department head prior to setting up the social media account. Once you have received permission from your department/organization head, please contact the Department of Marketing and Communications to discuss best practices, confidentiality, privacy, and FERPA.
- **Cornish College of the Arts Web Standards**
Cornish Web Standards policy and procedure regarding contact information, accuracy, confidential information, advertising/sponsorship, copyright, usage of Cornish College of the Arts name, and spelling/grammar, apply equally to official Cornish College of the Arts social media channels. Please contact the Digital Content Specialist for assistance.

- **Cornish College of the Arts News Announcements**
Cornish College of the Arts Public Relations and News Media policy and procedure regarding news releases, media advisories, and campus announcements, apply equally to official Cornish College of the Arts social media channels. Please contact the Department of Marketing and Communications for assistance.
- **Cornish College of the Arts Name, Seal, and Logos (Branding)**
Cornish Name, Seal, and Logos policy and procedure applies equally to official Cornish College of the Arts social media channels. Social media sites provide varying degrees of flexibility in allowing account holders to style pages. For Cornish logo usage and branding standards, please see the Marketing and Communications page on Compass. Please contact the Chief Marketing Officer for assistance.
- **Video**
Video must be approved by the Department of Marketing and Communications prior to posting on official social media channels or pages representing Cornish.
- **Social Media Dialogue***
Many social media sites promote commenting and online dialogue, the tone of which is generally informal. Despite its informal tone, all online dialogue is public. Please remember that anything you write can and will be viewed by current and future Cornish community members and constituencies, as well as other colleagues and possible future employers.
- **Social Media Templates**
The Department of Marketing and Communications has created templates for approved/official Cornish social media accounts. These templates are available on the Marketing and Communications page on Compass and include versions of the Cornish logo that are optimized to the profile/avatar image specifications of social media sites such as Facebook. Approved/official Cornish social media channels must either use these approved profile/avatar and background images, or request approval of alternative images from the Department of Marketing and Communications. This policy ensures that Cornish's social media presence is consistently branded and maintains a professional appearance.
- **When engaging in dialogue on official Cornish College of the Arts social media sites:**
 - Remember that your statements and responses represent the Cornish College of the Arts to the world at all times;
 - We request that you refrain from discussing or expressing opinions regarding Cornish College of the Arts policies, operations, and personnel. Such comments may be removed at the Cornish College of the Arts's discretion;
 - Exercise discretion, respect, and thoughtfulness toward all dialogue participants;
 - Maintain professional language and tone;

- Confidential or proprietary Cornish College of the Arts information or similar information of third parties, who have shared such information with you on Cornish College of the Arts's behalf, must not be shared publicly on official Cornish College of the Arts social media channels;
- Official Cornish College of the Arts social media accounts may choose to post College-related social media content generated by Cornish community members, including faculty, staff, and/or students. Official Cornish College of the Arts social media accounts can be accessed online, and include:
 - facebook.com/CornishCollegeOfTheArts
 - twitter.com/CornishCollege
 - vimeo.com/cornishcollegeofthearts
 - instagram.com/cornishcollegeofthearts

**For more about Cornish policy regarding individual comportment on social media platforms, please review the Staff Handbook.*

Tablet and Mobile Application Standards

Purpose

The purpose of creating approved/official tablet and mobile apps on behalf of Cornish College of the Arts is to support Cornish's mission, goals, programs, and sanctioned efforts, including university news, information, marketing, and content. Therefore, when creating an approved/official app that will be identified with Cornish College of the Arts, it is critical that members of the Cornish community recognize that they are representing Cornish College of the Arts to the world. These policies and guidelines apply to all Cornish community members creating approved/official apps that have any affiliation with Cornish College of the Arts.

Policy

Prior to publishing an app referencing or identifying Cornish College of the Arts, Cornish community members must receive permission from both their Department head and the Department of Marketing and Communications. Once you have received permission from your Department head, please contact the Digital Content Specialist in the Department of Marketing and Communications, who will review the app for adherence to Cornish College of the Arts brand standards and tablet and/or mobile best practices prior to designating the app as an approved/official Cornish social media channel.

General Guidelines

- **Cornish College of the Arts Tablet and Mobile Application Standards**
Cornish Web Standards regarding contact information, accuracy, confidential information, advertising/sponsorship, copyright, usage of Cornish College of the Arts name, and spelling/grammar, and accessibility apply equally to approved/official Cornish College of the Arts tablet and mobile applications.
- **Cornish College of the Arts Name, Seal and Logos (Branding)**
Cornish Name, seal, and logos policy and procedure applies equally to official Cornish College of the Arts tablet and mobile applications.

Video and Photo Production Standards

Purpose

The purpose of this policy and procedure is to establish oversight responsibility and procedures for producing Cornish College of the Arts marketing, promotional videos, and photography. It applies to all Cornish College of the Arts departments, programs, and budgetary units. This policy ensures that Cornish College of the Arts video productions and photography coordinate with existing College-wide marketing efforts; contribute positively to the Cornish College of the Arts's brand image; prevent inconsistent messaging and/or duplication of materials already in existence; and meet the highest production standards in the most cost-effective manner.

This policy does not apply directly to Cornish College of the Arts student projects (not created for Cornish College of the Arts marketing purposes) or to creative videos and photos produced by Cornish College of the Arts faculty (not created for Cornish College of the Arts marketing purposes), although it is preferable to have all Cornish productions reflect institutional identity and quality. It also does not apply to network, cable, or local television news videographers and photographers, or other media, covering Cornish College of the Arts stories.

Policy

To ensure that video productions coordinate with existing College-wide marketing efforts, contribute positively to Cornish's brand image, prevent inconsistent messaging and/or duplication of materials already in existence and meet the highest production standards in the most cost-effective manner, production of promotional videos will be coordinated through and approved by the Department of Marketing and Communications.

This includes video productions intended for public presentations, for broadcast or use online, and Cornish marketing and promotional photography. All work (raw source material and final product) produced for this purpose shall become the permanent property of Cornish and shall be considered copyrighted Cornish College of the Arts materials.

The Chief Marketing Officer and/or the Associate Director of Marketing in the Department of Marketing and Communications shall review the goals and scripts of proposed videos, and all Cornish marketing and promotional photography, whether created by a Department of Marketing and Communications photographer, a Cornish Communicators Network photographer, Cornish College of the Arts community member, or freelance photographer (please see Cornish College of the Arts Freelance Video Production/Photography). Video rough cuts will be reviewed before final approval.

All Department of Marketing and Communications-approved photos taken by a Cornish Communicators Network photographer or Cornish College of the Arts community member shall be provided, digitally, in their original, uncompressed size and format with a minimum resolution of 300 dpi, to the Department of Marketing and Communications (via Google Drive link) to be included in Cornish's official digital/print photography catalog.

The Department of Marketing and Communications works closely with on- and off-campus video production resources to produce promotional and information videos for external viewing. When appropriate, the Associate Director of Marketing in the Department of Marketing and Communications will refer members of the Cornish community to outside vendors to produce a requested video (see Cornish College of the Arts Freelance Video Production/Photography). All approved Cornish College of the Arts video productions are required to use Cornish College of the Arts logos, fonts, and graphic standards.

Any request by an outside movie or video production company to film on Cornish College of the Arts property shall be referred to the Department of Marketing and Communications for consideration and approval. In addition, Cornish College of the Arts facilities use agreement form and/or other processes guided by the Departments of Operations and Security must be filled out and submitted for approval before production can begin.

Please note: The use of copyrighted music in any Cornish College of the Arts video, including video produced for distribution on the web or broadcast television, is prohibited. There are also several sources for royalty-free music online through sites such as YouTube, musicbed.com, and freemusicarchive.org. Please contact the Associate Director of Marketing in the Department of Marketing and Communications for assistance.

Freelance Video Production/Photography

Purpose

The purpose of this policy and procedure is to ensure Cornish College of the Arts marketing and promotional videos and photographs taken by an outside, third-party or freelance videographer or photographer become the intellectual property of Cornish College of the Arts.

Policy

When appropriate, the Digital Content Specialist in the Department of Marketing and Communications will refer Cornish community members to approved freelance videographers and photographers.

All freelance videographers and/or photographers must be pre-approved by the Department of Marketing and Communications and meet Cornish College of the Arts System requirements for Cornish vendors.

When Cornish community members contract with a freelance videographer or photographer, or use work created by a freelance videographer or photographer, both parties agree that the Cornish College of the Arts not only commissions the right to use that work, but purchases ownership of the work (“all rights”). All work (raw source material and final product) produced by a freelance videographer or photographer contracting with the Cornish College of the Arts become the permanent property of Cornish College of the Arts and shall be considered to be copyrighted materials of Cornish College of the Arts.

This policy is intended to prohibit the freelance videographer or photographer, or any third party, from selling or providing the work—video or photo(s)—to another publication without the express permission of Cornish College of the Arts. All video and photo work must be pre-approved by the Department of Marketing and Communications before being distributed externally for marketing and promotional purposes.

All raw footage taken by freelance videographers shall be provided in the original, uncompressed format on which it was acquired, unless an agreement has been reached for conversion of that video to another format. Finished productions shall be provided in their original format unless an alternative file type has been agreed upon. All photos taken by freelance photographers shall be provided, digitally, in their original, uncompressed size and format, with a minimum resolution of 300 dpi, to the Department of Marketing and Communications within two calendar weeks of the contracted work. The Department of Marketing and Communications maintains Cornish’s official digital catalog.

Video/Photography Permissions and Releases

The purpose of this policy and procedure is to ensure that the Cornish College of the Arts is obtaining appropriate permission to use the image or likeness of individuals for promotional purposes.

It is assumed that students, faculty, and staff have provided permission to appear in photos, video, and audio recorded by Cornish College of the Arts. Requests can be made to be excluded from photo and video capture, and students with FERPA holds will be respected (see below).

Whenever reasonably possible, Cornish College of the Arts videographers and/or photographers shall identify themselves verbally or by wearing a Cornish badge, informing potential featured students and/or other adults of the intent of the video and/or photo and its end use.

The sole remedy available to a featured Cornish student or other adult who does not provide permission to the Cornish College of the Arts is the removal of such video/photography from all future Cornish College of the Arts marketing materials. This policy does not apply to large public events and settings, such as commencement ceremonies.

FERPA

It is the responsibility of the Department Chair and/or Coordinator to notify the Marketing delegate present to capture photos or video if there are students who've requested FERPA holds.

Photos/Video Supplied by External Sources

When video or photos are supplied by an organization on or off the Cornish College of the Arts campus, permission to use the images is implied. The Department of Marketing and Communications will work with the organization or request that the organization's representative supplying the video or photos confirm permission has been granted by the creator and the subject(s) and that appropriate video and photo credits are published.

Advertising

Purpose

The purpose of this policy and procedure is to designate approval procedures for all Cornish College of the Arts advertising.

Policy

All Cornish College of the Arts advertising (other than HR advertising for personnel recruitment) placed on behalf of Cornish College of the Arts, and any entity therein, in any publication or electronic medium must be developed in coordination with the Department of Marketing and Communications. The Chief Marketing Officer is Cornish's point of contact for institutional advertising vendors. Advertising explicitly related to Admission/Recruitment is managed by the Associate Director of Marketing, under the direction of the VP of Enrollment and the Director of Admissions. All display ads must be designed and/or approved by the Department of Marketing and Communications.

Paid Advertising

All advertising purchased by any department, program and/or budgetary unit within Cornish College of the Arts, excluding personnel recruitment advertising, must be approved by the Chief Marketing Officer. This ensures:

- Quality control, appropriateness, and consistency of Cornish College of the Arts messaging and image;
- Cornish receives the most competitive rates possible for all Cornish College of the Arts advertising purchases;
- Cornish internal communication and appropriate notice regarding messaging has occurred among all relevant parties.

External Advertising/Marketing/Creative Agencies

When necessary, Cornish College of the Arts may appoint external advertising agencies to provide professional advice and creative services for Cornish College of the Arts branding campaigns and other key projects. Any Cornish College of the Arts area considering engagement with an advertising or marketing agency should first consult with the Chief Marketing Officer prior to doing so.

The Chief Marketing Officer is the contact person for inquiries related to institutional advertising: 206.726.5129.

The Associate Director of Marketing is the contact person for inquiries related to admissions advertising: 206.726.5013.

Community and Corporate Sponsorships

Cornish Sponsorships

The Department of Marketing and Communications works in partnership with key Cornish administrators—like the Departments of Advancement and Student Life—who may have official responsibilities that include developing and managing sponsorship agreements, and other contracts between Cornish and external constituencies.

The Department of Marketing and Communications takes a collaborative approach to maximizing Cornish’s messaging, image, financial resources, and benefits in management of external marketing and sponsorship agreements and/or contracts. This approach also serves to minimize duplicate solicitations in the Cornish community from external sources and maximize internal Cornish cross-marketing potential by:

- Evaluating the significant value to external entities in exposure, affiliation and relationship with Cornish, and then reviewing and recommending sponsorship policies accordingly;
- identifying sponsorship opportunities throughout Cornish;
- coordinating the review of sponsorship solicitations;
- advising on current and potential sponsorship issues and opportunities, including preservation of Cornish’s image and reputation.

Cornish Corporate Sponsorship Identification

All sponsorship programs offering corporate identification on Cornish College of the Arts collateral materials, including print publications, online, video, clothing and other items, must adhere to Cornish’s Brand Standards. Cornish College of the Arts branding must always be prominent and dominant, with sponsor identification having secondary position, preferably in the form of the corporate sponsor’s name only (no graphics). It is the policy of the Cornish website to list corporate sponsors with a link to the partner’s website (no graphics).

On T-shirts and other garments, one of Cornish’s primary logos (the Cornish College of the Arts full, red and black, horizontal or vertical logo) must be placed on the front left chest area of the garment OR one of these two logos may be centered on the front of the garment above other marks or graphics. Corporate logos and other graphics may be placed on the back, sleeve, or lower front (below the Cornish logo).

For any questions or clarification regarding merchandise design standards, please contact the Chief Marketing Officer.