



## Office of Institutional Advancement

Southern & Dobson Campus  
Kirk Student Center, Third Floor  
461-7445

Red Mountain Campus  
Mesquite Building, Room M222  
654-7703

[www.mc.maricopa.edu/ia](http://www.mc.maricopa.edu/ia)

The Office of Institutional Advancement (IA) offers a number of services that you may find helpful as you prepare for the 2006-07 academic year. An abbreviated list is available below. Please contact IA at 461-7445 or visit the IA website at [www.mc.maricopa.edu/ia](http://www.mc.maricopa.edu/ia)

### **BUSINESS CARDS, LETTERHEAD, ENVELOPES, AND NAME BADGES**

Business cards are available in quantities of 250 or 500. All orders must be approved by the appropriate department chair, supervisor, and/or Dean. Name badges and departmental stationery are also available. Orders will be received 2-3 weeks after the order is placed. Forms are available online at [www.mc.maricopa.edu/ia](http://www.mc.maricopa.edu/ia).

### **PHOTOGRAPHY SERVICES**

IA provides photography services for campus events. Please call 461-7445 if you would like an upcoming event, speaker, or meeting photographed. Forms are available online at [www.mc.maricopa.edu/ia](http://www.mc.maricopa.edu/ia).

### **EASY ACCESS TO MCC AND DISTRICT LOGOS**

MCC logos may be downloaded from the IA website at [www.mc.maricopa.edu/about/ia/logos.html](http://www.mc.maricopa.edu/about/ia/logos.html). Guidelines are provided for usage of the MCC logo and the Maricopa District logo. For more complete design guidelines refer to the MCC Graphic Standards Manual. The Manual (available online and in hard copy) is provided to help the college maintain its image and includes information about fonts, photography, and business cards.

### **TALENT RELEASE FORMS**

Signed release forms must be obtained when photographs, quotes, or written materials of any student, faculty member, employee, or member of the public are taken for use in college publications or on the MCC website. Verbal consent is not acceptable. If the person is under the age of 18, a parent or legal guardian must sign the form. If you have any questions please call 461-7795.

### **PUBLICIZE YOUR NEXT EVENT!**

If you're looking to increase attendance at your next lecture, workshop, or special event, IA is your contact. IA can publicize your next event via the campus electronic marquees, IP phones, events calendar, and MCC website. Please contact 461-7794 to publicize your next conference, guest speaker, or event.

### **PROMOTIONAL ITEMS**

MCC's promotional items are intended to assist with building and developing public and community relations. If you will be representing the college at a conference, community event, or other forum, we would be happy to provide you with pencils, highlighters, or notepads for the event participants. Shirts are also available for college representatives to wear. In addition, if you are travelling internationally on behalf of the college, our office can help with appropriate promotional items to share. For additional resources or questions please call 461-7794 or e-mail [jenner@mail.mc.maricopa.edu](mailto:jenner@mail.mc.maricopa.edu). Distribution of any promotional product is dependent on availability.

### **CAMPUS MAPS**

Maps for MCC at Southern and Dobson and MCC at Red Mountain are available through IA.

*Best Wishes for a Successful Academic Year*

## **ALUMNI - 461-7792**

Alumni Relations is a liaison to the MCC Alumni Association's (MCCAA) 21-member board of directors and the more than 60,000 alumni in our alumni database. Alumni Relations collaborates with the MCCAA's board and college departments to keep alumni apprised of campus news, provide fellowship and networking opportunities, recognize the accomplishments of MCC's alumni, and identify opportunities for alumni to support MCC through financial and service opportunities.

## **COMMUNICATIONS - 461-7792**

Communications is responsible for publishing news and information of interest to our internal MCC community. Publications include *The Bulletin*, *MCC SnapShot*, and the *Alumni and Friends* newsletter. Communications also provides writing support to the President's Office as well as photography services for campus events and publications and messaging for the campus marquees and IP telephones.

## **GRAPHIC DESIGN - 461-7891**

IA Graphic Design produces print materials for all areas of IA, as well as MCC's faculty, administration and staff. For assistance with design projects and/or production of projects as well as obtaining print estimates, contact the IA Graphic Designer.

## **MARKETING - 461-7795**

The goal of Marketing is to assist the college with increasing student enrollment, promote awareness of MCC programs and services, and enhance the college's professional and educational image throughout the community MCC serves. Marketing works closely with MCC's instructional areas to produce publications that promote the classes and programs MCC offers. Examples of these publications include the college catalog, class schedules, Fast Facts, and program brochures. Marketing also collaborates with the Office of Admissions and Recruitment on print materials for high school recruitment.

## **MEDIA RELATIONS - 461-7296**

Media Relations serves as a primary communicator to our external community. We build relationships with those involved within our college and maintain a working knowledge of MCC's programs so that we can positively relay information and "tell our story" to the Valley's TV, radio, and print media. We do this by establishing relationships with reporters and editors and by using tactical methods to get our messages out. These methods include, but are not limited to: news releases, media alerts, public service announcements, fact sheets, and calendar announcements. We also develop and "pitch" story ideas for general news or features about MCC's people and programs for potential local and/or national media coverage.

## **PUBLIC RELATIONS AND SPECIAL EVENTS - 461-7296**

Public Relations and Special Events promotes MCC through the effective development, coordination, and publicity of activities and programs sponsored by the college. The team also advises employees at both campuses in the areas of event protocol, facility use and design, logistical coordination, concept design and production, and event marketing. PR and Special Events facilitates media and public relations as well as campus tours.