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PURPOSE:

Everything we do as a College communicates the perceptions and attitudes of how internal and external stakeholders view the institution. Whether it be an advertisement, a handout, or a news story, everything communicates and is a reflection of the RCTC brand, our image. As such, the RCTC brand must be managed with great care.

The purpose of Rochester Community and Technical College Branding Standards and Guidelines is to maintain consistency and continuity in the presentation and positioning of the college brand with internal and external stakeholders. The standards and guidelines outline a framework for the development, placement, formatting, and dissemination of college messages in the marketplace. This includes advertising, special events, college websites, graphics, publications, media relations, publicity, give-away items, and other tools employed to convey the RCTC brand.

The Branding Standards and Guidelines also establish a process by which requests for marketing, communications and creative assistance can be requested and how approvals are obtained.

Policy Statement for Publications, Electronic/Digital Media and Advertising

The Office of College Relations is charged by the College with the responsibility of ensuring that all official Rochester Community and Technical College publications and advertisements project a consistent brand, editorial and graphic identity that upholds the image of the College as expressed in its vision, mission, values, educational purpose, goals, and character and commitment statements. As a member of the Minnesota State Colleges and Universities system, College Relations is also charged with ensuring the appropriate system identifiers are used as appropriate.

External publications or electronic/digital media required by any division, program or department of the College may be designed or produced by College Relations. External publications or electronic/digital media will be reviewed and approved by College Relations prior to final publication or broadcast.

Advertising required by any division, program or department of the college will be designed, produced, negotiated and placed by College Relations unless written permission is otherwise granted.

The Official College Name

The official name of the College is Rochester Community and Technical College. The name of the College should be presented in this manner. Use of an ampersand Rochester Community & Technical College is prohibited unless written consent is provided.
The acronym RCTC can be used as a substitute to the official name. If the use of the name allows for the official name it should be used the first time - Rochester Community and Technical College (RCTC) and thereafter RCTC. After the name is introduced, the College may be referred to as “the College”.

**College Vision, Mission and Values**

**Vision:** Rochester Community and Technical College will be a universal gateway to world-class learning.

**Mission:** Rochester Community and Technical College provides accessible, affordable quality learning opportunities to serve a diverse and growing community.

**Values:** Innovation, Fun, Learner-Centered, Teamwork, Respect, and Excellence

**College Positioning Statements**

The College brand is presented through the following theme and tagline.

**Theme:** Expect the Unexpected

**Tagline:** Get there.

**Key Messages:**

- Expect Opportunity.
- Expect Excellence.
- Expect Community.
- Expect Champions.
- Expect More.
- Rochester Community and Technical College is the oldest two-year college in the state and among the oldest two-year colleges in the nation.

These statements embody the RCTC experience and should be reinforced as appropriate in all college communications. Derivations of these positioning statements are not permitted without prior written consent by College Relations.
Graphic Standards

Approved Brand Colors

The RCTC brand should always be presented in Process Black. If in color, use the approved colors PMS 295 Blue and PMS 116 Yellow. Altering colors or changing color combinations is prohibited.

Secondary Colors

The RCTC brand may include the use of secondary colors. Use of a color in addition to or in lieu of PMS 295 Blue and/or PMS 116 Yellow is prohibited unless written consent is provided by College Relations.

Font Use

The font of the college logo is a proprietary hand drawn font. This font does not need to be used as the font for text in newsletters, brochures, etc. On brochures, newsletters, direct mail or other printed marketing communications, the font “You Are Loved” should be used for headers and the font “Trash Hand” for call-outs or other text that serve as a secondary heading, etc. If these fonts are not available, “Myriad Pro” should be used for headers. Both “Myriad Pro” and “Georgia” can be used for body copy depending on needs. These fonts are located on the J drive at: J DRIVE/LOOGS/FONTS & ARTWORK. Contact College Relations at (285-7270) for guidance.

Communication of Department Identities

An alternate letterhead style is available for use when deemed more appropriate. This alternate letterhead will accommodate the use of department identifiers. The use of department identifiers will be permitted when used in conjunction with the full college name, logo, physical and web address, phone number, and MnSCU tagline.

Uses of the College Logo and Wordmarks

The Rochester Community and Technical College logo should appear on all college communications, including print materials that represent the teaching and learning, student services, student life or related public service functions of the College. The logo should also appear in all official documents such as certificates, web pages, print advertising, videos, and television advertising. If space is limited, you may use the full wording of the college’s name on a front location as long as the full “official logo” is used somewhere else in the publication. The RCTC logo also may be used as identification on other college-related items, i.e., sweatshirts, mugs, and other specialty items. In cases where space or print surfaces are limited, the term RCTC may also be used. Written permission must be obtained from College Relations to deviate from the horizontal layout of the official logo. RCTC logos are available on the J drive in various formats (depending on your need) at: J DRIVE/LOGOS/RCTC LOGOS.
Logo Usage

At the request of college leadership and/or faculty and staff in programs, departments or other areas, College Relations may create customized logos for use in creating knowledge and awareness and promoting such areas. Such logos must be designed by or in consultation with College Relations and used in accordance with their intended uses. No logos can be designed or used in official college communications without the written consent of College Relations.

RCTC Mascot, Sting, logo

RCTC’s official mascot is “Sting.” Approved versions of Sting can be found at: J DRIVE/LOGOS/STING LOGOS. No changes to the mascot will be allowed without the written consent of College Relations. The official name of the college’s mascot is the Yellowjackets. This is all one word and should not be used as two words. The official font associated with Sting and the font that Yellowjackets appears in is Burweed. This font can be found at: J DRIVE/LOGOS/FONTS & ARTWORK/YELLOWJACKET FONT.

MCAC Logo

The official MCAC logo should appear on all college related materials where athletics is involved. A copy of this logo can be found at: J DRIVE/LOGOS/MISC LOGOS/MCAC LOGO.

National Junior College Athletic Association (NJCAA) Statement

The following statement should appear on all college-related materials for athletics: “RCTC is a member of the National Junior Collegiate Athletic Association (NJCAA).”

Student Life Logo

The official student life logo should appear on all college related materials where student life is involved. A copy of this logo can be found at: J DRIVE/LOGOS/MISC LOGOS/STUDENT LIFE.

Yellowbook Logo

A Yellowbook logo should be placed on printed athletic programs for all RCTC sports (where applicable). This is part of a trade out agreement with Yellowbook. A copy of this logo can be found at: J DRIVE/LOGOS/MISC LOGOS/YELLOWBOOK LOGOS.

Minnesota State Colleges and Universities System Graphic Standards
All Minnesota State Colleges and Universities system institutions should adhere to the Graphic Identify and Standards Manual for Member Institutions. This publication can be found at: [http://www.chancellor.Minnesota State Colleges and Universities system.edu/employee/publications/identity.html](http://www.chancellor.Minnesota State Colleges and Universities system.edu/employee/publications/identity.html)

The Board of Trustees for the Minnesota State Colleges and Universities adopted a policy effective April 1, 2003, requiring all colleges and universities to include the tagline:

RCTC is a member of the Minnesota State Colleges and Universities system.

This tagline must be used on all college communications. No special art or font is required if the tagline is used alone. Use of the seal or logo with the tagline is encouraged but optional. Minnesota State Colleges and Universities system logos can be found at: J DRIVE/LOGOS/MNSCU.

### Required Statements

RCTC is an equal opportunity employer/educator. This statement must be used on all college communications.

**Affirmative Action:** It is RCTC’s policy that no person shall be discriminated against in the terms and conditions of employment, personnel practices, and access to or participation in, programs, services, and activities with regard to race, sex, color, creed, religion, age, national origin, disability, marital status, status with regards to public assistance, sexual orientation, or membership or activity in a local commission as defined by law. This statement must be used on all larger college communications pieces (i.e. annual report, athletic program books, student handbooks, etc).

**TTY Relay:** (also known as Telecommunications Device for the Deaf): TTY Relay # 1.800.627.3529. This statement must be used on all college communications.

**Title IX Statement:** It is the policy of Rochester Community and Technical College not to discriminate on the basis of race, creed, national or ethnic origin, age, marital status, sex or handicap as required by Title IX of the 1972 Educational Amendments or Section 504 of the Rehabilitation Act of 1973 as applied in admissions policies, educational programs, activities and employment practices. The designated Affirmative Action Officer is the Chief Human Resources Officer. The designated coordinator for compliance with Section 504 of the Rehabilitation Act of 1973 is the Director of Disability Services. The Director of Disability Services is also the designated coordinator for compliance with Title IX of the Educational Amendments of 1972. This statement must be used on all larger college communications (i.e. annual report, athletic program books, student handbooks, etc).

**Alternative Formats:** This document can be made available in alternative formats, such as large print, Braille or audiotape, by calling RCTC Disability Support Services at 507.280.2968. This statement must be used on all larger college communications (i.e. annual report, athletic program books, student handbooks, etc).

**OCR Corrective Actions:** Lack of English skills should not be a barrier to admission or participation. In order to eliminate barriers we take appropriate measures to assess each student’s ability to participate and benefit through placement testing and counseling. Based on the assessment and counseling, students are then provided with campus services or a referral to community services to be better prepared for successful participation.
University Center Rochester (UCR)

The tagline “A University Center Rochester Partner” should be used on all external communications. When identifying an event on campus the following language should be utilized.

Examples:

1. The RCTC Theatre Department presents “The Music Man” in the Hill Theatre at the University Center Rochester.
2. RCTC hosts “The Clash” wrestling tournament at the UCR Regional Sports Center on the University Center Rochester campus.

Music

Musical Signature

The College has adopted a musical signature that is part of the brand identity of RCTC. The musical signature should be integrated in all broadcast media where and as appropriate. Utilizing a consistent musical signature will serve to deepen the awareness and familiarity of the RCTC brand.

Advertising

Advertising required by any division, program or department of the College will be designed, produced, negotiated, and placed by College Relations unless permission is otherwise granted. This includes paid, sponsored, free or traded media. College Relations will assist programs and services in the design, production, placement, and negotiations of these branding and communications activities.

All advertising (print or broadcast) will conform to branding and graphic standards and guidelines of the College. This includes, but is not limited to the use of official college name, use of college logo, color use, application of design elements, and other identifying or required language. Space in ads affected may include header/introductory space or time and space or time at the bottom/end of an advertisement.

Publications

Publications Design

The development of brochures, handouts, newsletters and other collateral targeted to internal and external stakeholders must adhere to college graphic standards. This includes use of logos, positioning statements, font use, and approved design elements.
Internal and external publications or electronic/digital media should be reviewed and approved by College Relations prior to final publication or broadcast. To maintain quality of communications and ensure consistent messages, all internal and external print publications should be reviewed by College Relations prior to going to press.

Templates

Any publication templates created by College Relations that are available for use will be located at J DRIVE/LOGOS/TEMPLATES.

College Identity Materials and Other Collateral

Stationery

Official College letterheads in both one and two color are available in duplicating.

Business Cards

A template for college business cards has been established by College Relations. The template includes required content such as TTY Relay numbers, college address and other system or college identifiers. The template allows for your name, title, phone/fax numbers and e-mail address. All college personnel are required to use established approved templates. An online request for business cards can be accessed at: http://www.rctc.edu/marketing/business_cards/index.php

Table Tents

Available in duplicating.

Posters and Flyers

Templates are available in duplicating.

Specialty Items

Before an order for specialty or give away items (i.e. pens, water bottles, t-shirts) is placed, contact College Relations with a proof of the item. Specialty items will need to conform to branding and graphic standards and guidelines of the College.
Media Relations

News Dissemination

All news and information to be made available to the media (in the form of news releases, press releases, publicity releases, public service announcements, etc.) should be channeled through RCTC College Relations unless otherwise directed. Persons generating news of events or activities that need publicity should allow two weeks for planning, preparation, and dissemination of information.

Distribution of the news will be determined by College Relations based on familiarity with the media news policies and using input from the persons submitting the news. College Relations reserves the right to not release information if deemed not newsworthy or if unacceptable content.

When appropriate, other agencies besides media may also have news releases disseminated to them such as Chambers of Commerce, other governmental agencies, the Minnesota State Colleges and Universities personnel, professional organizations for their own newsletters, and magazines or other publications. This will also be determined by College Relations with input from the person submitting the news.

News releases also serve as "news tips" for the media and frequently the media will follow up on a news release and request more information, an interview for TV or radio, or additional information for a special feature story. The media usually calls the college’s media liaison in College Relations to help coordinate these interviews. Anyone approached directly by the media should notify College Relations prior to granting an interview and/or ask if the college media liaisons are aware of the interview in order to offer assistance and perhaps further ideas on how to enhance the story or interview.

Talking Points

Often the system office or college may have established talking points regarding an issue, legislative action, or a development. Such talking points should be utilized if available. If talking points can be further localized and it is permitted, College Relations will assist you.

News Conferences/Press Conferences/Media Briefings

News conferences and/or press conferences should be channeled and planned through College Relations which serves as the media liaison for the College. A press conference can be arranged in a reasonable timeframe or in the case of an emergency appropriate to the situation. For a well-planned news conference event, or special activity (like a groundbreaking or a grand opening), the more time that can be spent in planning the better the likelihood of news coverage. Media kits, or information packets, will also be coordinated through College Relations with help and input as needed or necessary from the department or division requesting the news conference.

News Tips or Ideas

These should first be brought to the attention of the Chief Strategic Operations Officer. Faculty or staff should not go directly to the media with ideas for feature stories. One reason for this is that the Chief Strategic Operations Officer can help implement the writing of the story and feed it to local as well as regional or statewide media.
and other publications, and can use the information or idea for other campus publications (such as the alumni quarterly, Campus Notes, brochures, special displays, radio features, television spots, etc.).

**Faculty and Staff Experts**

Local, regional, statewide and national media may look for a “content expert” on campus when developing a news story. When College Relations receives these requests faculty, staff or administration may be asked about their willingness to participate in a print or broadcast interview. Personnel contacted always have the right to not participate. That said, these interviews are often of positive benefit to the College as we are looked to as a community resource. In cases where staff/faculty are contacted directly by a media source, they are asked to consult with College Relations prior to granting or scheduling an interview.

**Special Projects**

College Relations can also be consulted to provide support for special activities such as receptions, special visitors on campus, luncheons, lectures, conferences, and other public functions. Specific examples of these are Homecoming activities, legislative visits, guest speakers/lecturers, visits by Minnesota State Colleges and Universities System officials and other dignitaries. College Relations can always be called upon for resource and publicity support.

**Special Events**

The College is a destination site for diverse educational, social, cultural and recreational events. These can include such activities as receptions, special visitors on campus, luncheons, scholarly lectures, dignitary visits, conferences, camps, and other public functions. Events may be sponsored by the College or by academic and non-academic departments and are planned and executed by the sponsoring program/department.

Sponsoring programs/departments planning special events need to ensure that all graphic standards and presentation of the College in promotional materials and media adhere to college branding standards set forth in this policies and procedures document. This extends to any potential paid or unpaid (i.e. “free” production) advertising or public service announcements.

Departments or groups planning events should consult with College Relations on such matters. College Relations should be consulted with in advance when seeking publicity and media support. Co-sponsored events must also adhere to policies and procedures when in-kind considerations such as donated space is provided. In such cases, the College must be identified in media releases and advertising or other promotional activities using the official college name and/or logo. See the sponsorship section for more details.

RCTC College Relations can provide consultation, coordination, resource(s) and management assistance for special events. Time and staff availability constraints must always be taken into consideration when seeking College Relations consultation and/or assistance for special projects that impact other College Relations or college priorities.
Requests for Creative, Marketing and Communications Assistance

The College Relations and Effectiveness department is responsible for the creative look and related collateral for RCTC. College Relations staff will work with staff, faculty and administration to assist them with creative and/or marketing needs. Creative development may include electronic or print applications. Creative development may include all or part of design and/or production.

When a program or department contacts College Relations with a marketing need (i.e. low enrollment, new initiative, etc.) the College Relations staff and the appropriate dean, faculty, staff and/or advisory committee members associated with the program or department will develop a joint marketing strategy. The marketing strategy may or may not include paid advertising. The development and implementation of the marketing strategy will be a shared responsibility of all persons engaged in the effort. All marketing strategies will adhere to the graphic standards and branded positioning of the College.

College Relations staff will assist faculty/staff with both internal and external communications needs. *College Crossings* is an internal publication distributed electronically on Mondays during the academic year (and several summer issues). Informational items for this publication must be submitted to College Relations no later than 3:00pm on the preceding Thursday. Early deadlines will be communicated when necessary.

College Relations staff are responsible for external communications to student inquiries. All staff and faculty are asked to enter prospective student information including but not limited to first and last name, complete address, active email, phone and program(s) into an online interest form that can be accessed from an icon (R+) located on the desktop of all RCTC staff/faculty computers. If the icon is not located on your computer or you encounter technical difficulties, staff and faculty are asked to immediately forward prospective student contact information including first and last name, complete address, active email, phone and program(s) of interest to College Relations. This information will be entered into an electronic communication system and sent either by mail or email to prospective students. All communications to prospective students will adhere to college positioning statements and branding standards. Monthly reports of students who have inquired or applied will be distributed via email in an Excel format to department/program leaders.

College Relations is also responsible for communications to media and community stakeholders. When a special event, a visit by a dignitary or other special happening occurs on campus – College Relations notifies the appropriate external constituencies. All external communications to these audiences will comply with college branding standards.

Presentation of RCTC in Sponsorships/Partnerships

Sponsorships or partnerships that involve paid, sponsored, free or trade-out arrangements utilizing the College name, logo, color use, application of design elements or other identifying language must conform to RCTC branding and graphic standards and guidelines. College Relations must be notified in advance - prior to printing or publishing – the use of or reference to RCTC in sponsorships or partnerships. Room availability and rental fees issues are to be directed to the Facilities department.
College Website

Overview

RCTC recognizes the Internet as a valuable tool in promoting the college and communicating with the public, students and staff and therefore allows and encourages staff and faculty to publish electronic information. The RCTC Web Master and College Relations have adopted the following web publishing guidelines to ensure that web pages reflect positively and professionally on RCTC. College Relations reserves the right to remove pages that are no longer being maintained or that violate these policies.

Mission for Web Development

It is the goal of the RCTC web initiative to maintain an attractive, consistent, accessible site that aligns with the mission, goals, and the continuous improvement quality standards of the college in order to create an efficient and effective environment for the college’s administrative, faculty, student, alumni, business, and marketing communications.

Adopted Software

The software and standard for RCTC’s website is Dreamweaver/Contribute.

Workflow:

Server Administrator:  (Communicates with Web Master)

Duties: Sets up web accounts, directory access, and passwords on the web server for content providers.

RCTC College Relations: (Communicates with Web Master)

Duties: Establishes the look and feel of the college website in collaboration with the Web Master. This includes all levels within the main RCTC site, promotional program and department sites, Intranet and college-associated blogs.

Web Master: (Communicates with the Server Administrator, College Relations, and Content Providers)

Duties: Determines final details for look and feel/functionality of site, provides access to Dreamweaver/Contribute and training to content providers in the use of Dreamweaver/Contribute, determines hierarchy and navigational structure of site with input from end users and web site usage statistics, ensures content providers adhere to the graphical and design standards for the particular category of web site.
Content Providers: (Communicate with, and supported by the Web Master)

Duties: Submit textual content to the site. The current software used to publish content to the web is Adobe Contribute. Content providers may also use Dreamweaver provided they have the skills to do so. Existing Dreamweaver users will be transitioned to Contribute as their versions of Dreamweaver become antiquated. Training in Dreamweaver and/or Contribute will be required for all web content contributors.

NOTE: Using work-study or students for the main RCTC site, department and program sites, and personal sites will not be supported. It may take time and repeated training to learn Dreamweaver/Contribute and the policies and procedures associated with publishing to the RCTC web server. Most students are not at RCTC long enough to effectively learn the procedures of updating the main RCTC web sites. If you decide to use work-study for personal or course sites, you must have a full-time staffed individual as the main contact person for the Web Master. The RCTC Web Master will NOT provide training for work-study or student personnel.

Educational Technology Department:

Duties: Assists in the training and tutoring of faculty in web design and various software packages pertinent to publishing and maintaining online content for course sites and personal web sites. Supports online distance learning environment and technologies, particularly Desire2Learn.

Requesting Web Sites:

All web site requests should go through either the RCTC Web Master or College Relations where they will determine the type of web site and where it best fits in the existing site structure. The appropriate directory structure will be created and an approved template applied by the RCTC Web Master. A content provider will be designated and given access to the site via approved software to make minor changes and updates to the site's content.

Types of Web Sites:

Overview: Sites at RCTC will be categorized first by determining if the site is specific to RCTC. Then sites will be categorized according to the services provided to the majority of prospective and current students or staff. Web pages described below reside on RCTC servers connected to the Internet. As such, they should comply with all applicable State of Minnesota, Minnesota State Colleges and Universities system, and RCTC College policies or be taken offline. See Criteria for Designations

RCTC identifies the following levels of information for electronic publishing purposes:

Level I - The RCTC home page (www.rctc.edu).

Level II - Subsequent navigational "portal" pages linked from the home page. (Prospective, Currently Enrolled, Faculty and Staff, Alumni, Community) which contain links to any of a variety of levels. These are large, general areas geared toward targeting a particular end user for marketing purposes and guiding the end user to user-specific content.
Level III - Major sections/sites, and pages therein, linked from either the home page or from a portal page (Catalog, Admissions, Financial Aid, Student Services, Career Services, Student Support Center, Web Portal/Registration, RCTC Online/Dist. Ed., Policies, etc.) NOTE: Level III sites may include certain "departments" or "offices" at the college due to their tight integration with student procedures and services. Examples include the Admissions "Department" or the Business "Office". Major student service areas should be grouped at this level.

Level IV - Program sites (often mistakenly called department sites) that are associated with a "Program of Study" at RCTC. Level IV sites promote or market a path of study to a prospective student. (Update: 6/29/2006 - These sites are mainly an optional extension of the newly created "Program Overviews". The Program Overviews in the online catalog will now take precedence in the RCTC web hierarchy for marketing programs of study to prospects, since our web statistics show prospects tend to view the catalog information first and foremost.)

Level V - Department or office sites that do not market a program of study, but inform of departmental or office services (Example: Athletics, IT Dept., College Relations, HR, etc.)

Level VI - Course and instructional sites (non D2L, RCTC hosted)

Level VII - RCTC Faculty and Staff personal web sites (Minnesota State Colleges and Universities system acceptable use of technology policies apply).

See Criteria for Designations

More on Levels:

Level I, Level II, Level III, Level IV sites pertain to that which directly affects the mission http://www.rctc.edu/about/html/mission.html of RCTC. This includes (but is not limited to):

- Academic Calendar
- Admissions
- Catalogs, Programs of Study, Class Schedules
- Degree and Program Information - includes planners, course descriptions and requirements
- Financial Aid and Scholarships
- Policies
- Additional Student Services (Advising, Counseling, Business Office dealings, Health, Student Life)
- Anything that is directed toward prospective students where marketing and promotion is essential or where communication with the majority of enrolled students is desired.

These sites must utilize an approved RCTC template that contains the following elements:
• RCTC branding - such as logos, colors, and tag lines
• Link to RCTC home page - text link and/or link from RCTC logo
• RCTC Address/Phone Number/TTY*
• Equal opportunity statement “Rochester Community and Technical College is an equal opportunity educator and employer.”

*TTY is also known as a TDD (Telecommunications Device for the Deaf)

Example:

Rochester Community and Technical College
851 30th Ave SE, Rochester, MN 55904-4999
General Info: (507) 285-7210 or 1-800-247-1296/ TTY Relay 1-800-627-3529

Rochester Community and Technical College is a University Center Rochester partner
and a member of the Minnesota State Colleges and Universities system.
© 2004 Rochester Community and Technical College (RCTC), all rights reserved. RCTC is an affirmative action, equal opportunity educator and employer.

• Descriptive Title, Heading/Department Name on the pages within the site.
• Contact Information (can be in the form of a “feedback” form, a link back to a general contact info page, or a specific e-mail address)
• Optional: Date of last revision (It should be assumed the page is up-to-date so this is optional, some info remains static over long spans of time so dating the info could actually make it appear older when it is really still relevant)

Additional guidelines for Level I, Level II, Level III, Level IV sites:

• Pages and associated images must be examined prior to publishing by the RCTC Web Master in order to ensure:
  o Compliance with graphical design guidelines and site authoring policies
  o Technologies used in the pages function properly
  o Text sizes, fonts, and colors comply with graphical design guidelines
  o Images are optimized for expedient download
  o Images are photo realistic and not clip-art
  o Images are not from some other site or copyright laws are not being violated
• Content providers and designated staff are responsible for ensuring that the information and links in their Web sites are valid, current, and appropriate to the goals and purposes of RCTC. Pages and sites that are not properly maintained will be subject to removal from the RCTC web site.

Level V sites - are sites that outline department services in relation to students or some other area of the college.

Level V sites will use an approved department RCTC template that contains the following elements:
• RCTC branding - such as logos, colors, and tag lines
• Link to RCTC home page - text link and/or link from RCTC logo
• RCTC Address/Phone Number/ TTY*
• Equal opportunity statement “Rochester Community and Technical College is an equal opportunity educator and employer.”
• Contact information for the site in the form of a web form or email.
• All pages must be appropriately titled and clearly labeled with ownership/contact information so that responses to those documents can be directed to the appropriate individuals.
• Content providers and designated staff are responsible for ensuring that the information and links in their Web sites are valid, current, and appropriate to the goals and purposes of RCTC. Pages and sites that are not properly maintained will be subject to removal from the RCTC web site.
• Compliance - sites that do not adhere to the adopted standards will be removed indefinitely until compliance is agreed upon and achieved.

*TTY is also known as a TDD (Telecommunications Device for the Deaf).

**Level V sites UCR caveat:** Some "department" sites serve students of the partnering institutions. (Goddard Library is related to RCTC, but serves students and staff from both UCR partners, as do Information Technology, and Media Services.) Separate agreed upon criteria will be drafted for "UCR" related sites, or they may be reviewed and it may be determined that they more appropriately fall under the RCTC heading. In the interim, a common sense approach will be taken with such sites.

**If the site is somehow related to 'UCR' it should contain:**

1. A link from an approved UCR logo or UCR text to the UCR home page
2. Links from approved partner institution logos (RCTC, WSU) or text to the respective institutions' home pages
3. Generic contact information such as:


4. A UCR statement with links to the respective institutions from the descriptive text:

   University Center Rochester located in Rochester, MN, is a higher education partnership between Rochester Community and Technical College and Winona State University.

5. All pages must be appropriately titled and clearly labeled with ownership/contact information so that responses to those documents can be directed to the appropriate individuals.
6. Content providers and designated staff are responsible for ensuring that the information and links in their Web sites are valid, current, and appropriate to the goals and purposes of RCTC. Pages and sites that are not properly maintained will be subject to removal from the RCTC web site.
Level VI and VII sites refers to those pages that contain scholarly information that is related to RCTC by some avenue but does not impact the governance of the college. These include:

- Course Web Sites
- Faculty/Staff Home Pages

Level VI and VII sites must:

- Be work related and contain work related information
- Adhere to Minnesota State Colleges and Universities system acceptable use of technology policies
- Contain information above and beyond the course descriptions contained in the catalog
- Contain date of last revision
- Contact information of the author of the course or personal web site

Additional guidelines for Level VI (course) and VII (personal) sites:

- Authors assume personal responsibility for their site adhering to Minnesota State Colleges and Universities system acceptable use of technology policies. If a course or personal site is egregiously out of compliance, links to it will be removed indefinitely until compliance is agreed upon and achieved.
- Authors assume personal responsibility for their site being accurate and current. If a Level VI or VII site is egregiously out of date or out of use, it will be removed indefinitely until compliance is agreed upon and achieved.
- All pages must be appropriately titled and clearly labeled with ownership information so that responses to those documents can be directed to the appropriate individuals.
- Personal sites are not to be linked directly off a top-level main RCTC site/sub-site. Most personal sites are linked off the Web Hotel, which in turn is linked under "Faculty and Staff" on the main RCTC site.
- Course sites are not to be linked directly off a top-level main RCTC site/sub-site. Course sites may be linked either off the Web Hotel, which in turn is linked under "Faculty and Staff", or they may be linked off a department site (i.e. links to English course sites from an English department site)
- Personal and course sites are not to use any "official" Level I - Level V site templates unless the page is part of an existing department site and the information highlights that person's services in relation to the respective department or contains contact information. Sites not in compliance are subject to change or removal.
- Personal sites should not contain RCTC graphics or images that are already in use on the RCTC web site or contained in an official RCTC template, nor should graphics on personal web sites be made to mimic existing RCTC graphics and logos, thereby misleading people into thinking your personal site may pertain to official college business or services. Regardless of where you get your images, copyright issues apply. You should always seek permission before using graphics in your web sites.
- Personal sites should not usurp the normal structure of the RCTC web site. Personal web space used as a "department" site will not be permitted on the RCTC web server. Additionally, personal sites hosted externally (including Minnesota State Colleges and Universities system services such as efolio) should not usurp internally hosted department sites. Staff and faculty should not expect links to such sites from official, approved RCTC web sites and or technical support from the RCTC Web Master regarding "rouge" web sites.
Banner Ads on RCTC Homepage

College Relations and the Web Manager receive numerous requests for banner ad placements on the RCTC homepage. Banner ads must be requested two weeks in advance of the event and will run for a maximum of seven calendar days prior to the event. The following criteria are used when considering such requests:

1. The banner ad request supports the marketing of a newly created program or one that has been refined to include a new credential or delivery options.
2. The banner ad supports a targeted program with low enrollment as determined by College Relations with the Teaching and Learning Cabinet.
3. The banner ad promotes a special event having broad campus and community-wide appeal.
4. The banner ad supports a strategic purpose of the college.
5. The banner ad communicates an important message to the college community.

Commercial Advertising/Linking Agreements:

- Minnesota State Colleges and Universities system "acceptable use of technology" policies apply to all web sites hosted by RCTC.
- The funds raised from the sale of Web page advertising, sponsorships or links must be used for scholarship support, reduce reliance on student activity fee subsidies, or offset college costs in some way.
- Logos of sponsors are typically included to acknowledge the sponsorship.
- Links to sponsors web sites will only be provided if specifically requested by the sponsor and agreed upon by Rochester Community and Technical College.
- Links to external for-profit entities where there is no agreed upon college sponsorship are not allowed, unless the external entity is providing some value-added free service where acknowledgement and linking are an involuntary by-product of using the service.
- Links to external student services web sites (employment or otherwise) that require a fee or stand to benefit monetarily from the link are not allowed.
- It is acceptable for an RCTC program of study Web page to display "ad" copy from a prospective employer for an employment position related to that program’s respective field of study along with contact numbers and/or e-mail addresses of the prospective employer. Providing the company's logo, in addition to the above, is acceptable if the store or company has given permission to use their logo. Pricing information on specific products and sales or services is not allowed. However, direct links to the employer's web site should be avoided. A link to the employer's "employment" page within the employer's site would be acceptable.

Data Privacy:

- The college should take the utmost precautions to safeguard confidential information that is collected, transferred, or disseminated via the World Wide Web concerning students, employee college business, and other matters. Confidential information includes, but is not limited to, information concerning prospective, current, and former students, current and former employees, Student Health Center patients, and RCTC business and finances.
- The Family Educational Right of Privacy Act of 1974 requires the college to maintain confidentiality of student records.
- Photos of an individual must not be included without the written permission of the individual (This permission slip should be on file with College Relations).
- **It must be explained on inquiry and feedback forms why particular information is being collected and how the information will be used** (even if the information in question is deemed "optional").
- Collecting social security numbers should be discouraged.
• A “Tennessen Warning” should be included before or on any form where sensitive data is being collected. (This notice is required when collecting private data from an individual. Minn. Stat. Sect. 13.04, Subd.2. This has sometimes been referred to as the “Tennessen Warning.”)

*Tennessen Warning:

Note: The following is a sample Data Privacy Notice form. For purposes of this sample, assume the form would be used as a preface to collecting prospective student data from a web-based inquiry form. The bracketed language would be changed to reflect the specific purpose for which the private information is sought from the student.

Sample Data Privacy Notice

Rochester Community and Technical College is asking you to provide information, which includes private information under state and Federal law. Rochester Community and Technical College is asking for this private information [so that Rochester Community and Technical College can deliver program and other college related information in an electronic format to prospective students].

You are not legally required to provide the information Rochester Community and Technical College is requesting and you may refuse to provide some or all of the information requested. However, Rochester Community and Technical College may not be able to [deliver the requested information] if you do not provide sufficient information.

[With one exception,] unless you consent to further release of private information, access to this information will be limited to [individuals involved in sending out the requested information]. However federal and state law do authorize release of private information without your consent to:

o [School officials, including faculty and program coordinators within Rochester Community and Technical College, who have legitimate educational interests in the information]

Social Security Numbers:

Many colleges/universities use social security numbers for student identification purposes on student records. Providing your social security number is entirely voluntary. If you do not provide this number, your request will still be processed. [This data is requested for purposes of administration, program evaluation and consumer data. Your number also may be used to create summary information about Minnesota State Colleges and Universities system programs through data matches with other state agencies.] With the increasing concern of identity theft, it is recommended you do not provide your social security number.

*This notice is required when collecting private data from an individual. Minn. Stat. Sect. 13.04, Subd.2. This has sometimes been referred to as the “Tennessen Warning.”

Adapted from the Minnesota State Colleges and Universities system Office of General Counsel’s Sample Data Privacy Notice (“Tennessen Warning”).
(http://www.ogc.Minnesota State Colleges and Universities system.edu/dataprivacy.html)
Other General Guidelines for Web Design/Development:

Content:

- All RCTC Web pages must be consistent with RCTC policies and guidelines as well as local, state and federal laws.
- Provide a link back to the section home (example: a Student Life sub-section, should have a "Student Life index" link on all the student life pages which links to the Student Life "home" page)
- Pages should be neat and uncluttered, using single lists of information rather than tabled columns of information.
- Academic Information (program sheets, course descriptions etc.) must be routed through Teaching and Learning after approval by AASC to ensure accuracy before posting to the RCTC online catalog.
- Pages that are "no longer maintained" are those that have content that has not been updated at least once every six months.

Additional Graphics:

- Additional graphics should be small in size and number and should be optimized for quality and size before placing into a page.
- Web graphics must be in recognizable format: gif, jpeg. This will ensure that all (graphical) browsers will be able to display the image properly.
- Blend graphics with web colors navy #003366 and gold #FFCC00 and any template images, logo, etc.
- Clip art is definitely not recommended and will be deleted from main web sites.
- Pictures should be photo-realistic (the type that are on the marketing CDs, photos taken by a campus photographer or other photography)
- Photos of an individual must not be included without the written permission of the individual (on file with College Relations)
- Animated gifs are only to be used if done tastefully and are limited in number
- Background images, if used at all, should be tasteful and tile seamlessly.
- Using images for words and text should be done sparingly, if at all.
- Do not use copyrighted graphics without permission from the owner (This includes RCTC images used on the main web site!)
- Because of copyright and legal issues, images saved from other web sites for use on RCTC web sites should be avoided. If a staff member uses images from another web site for course or personal web pages, they are responsible for making sure those images are legal.
- Images should be routed to the Web Master for approval and optimization for web before posting to a web page on the main RCTC web site.
- The Webmaster will post images to the main RCTC site after they have been reviewed and approved.
- Use <alt> tags with descriptive language for images.
- Program (level IV), Dept (level V), course (level VI), and personal (level VII) web sites are not to use or "borrow" any graphics used on any other RCTC web sites.
- Personal sites should not contain RCTC graphics, logos, and images, either stolen from official RCTC web sites or made to mimic existing RCTC graphics and logos, thereby misleading people into thinking the personal site may pertain to official college business or services.

Fonts:

- Generally, the use of all font types will be limited to the fonts contained in the style-sheet of the currently applied template. Content providers will not have control over font types or colors. Any deviations from the applied styles will be corrected by the RCTC Web Master.
• Don’t use obscure font-types for main text. Use the following "web safe" fonts. Your viewers will have a better chance of actually having that font on their computer and thus, will see the page as it was intended;
  o Common PC fonts: Verdana*, Arial*, Courier New
  o Common Macintosh fonts: Verdana*, Arial*, Courier
  o *Verdana and Arial are available to users who install Internet Explorer and are the most legible on a computer screen (Verdana was originally designed to be a screen font).
• Do not use different font sizes. Instead use headings to increase or decrease fonts that are not the normal paragraph size.
• Do not use blinking text or marquees.
• Avoid the use of italic text, it is typically jagged and very hard to scan and read on a computer screen.
• Avoid using bold in large blocks of text; it is typically hard to read on a computer screen.
• Avoid using font colors. Font colors may clash with the site design or be hard to read for some individuals.
• Use dark text on a light background. Black text on a white background is easiest to read.
• Blend with web colors navy #003366 and gold #FFCC00 and any template images, logo, etc.

Links

• Explain your links. Do NOT use "for more information click here". This is the web... it’s been around for quite a few years now. It’s assumed that you have to click. You don’t need to tell people. Use action verbs. "Download application form" is more straightforward than: "Application form is available for download. Click here."
• Check your links frequently; broken links reflect badly on the college.
• Provide email link to author of the page(s). When doing this don't use "Email me". Instead use your entire email address, john.doe@RCTC.edu.

Accessibility

• Remember, pages may look very different in different browsers. You should make every effort to test your pages in multiple browsers (This may not be possible under the current network "image"). Pages may look slightly different, but need to keep the functionality. Graphics and navigation should be clear in all browsers.
• Strive to make pages accessible to persons with disabilities (knowing that there can be a balance between design and accessibility)
  o Links to Web Accessibility Pages
    ▪ WebAIM (Web Accessibility In Mind) - http://www.webaim.org/
    ▪ Minnesota State Colleges and Universities system Accessibility Page - http://www.its.Minnesota State Colleges and Universities system.edu/webmaster/access/
    ▪ For other available sources, web search "Web Accessibility"
  o Web Accessibility Checkers
    ▪ VisCheck -Color Blind Simulator- http://www.vischeck.com/
    ▪ Lynx -Screen Reader Simulator- http://www.delorie.com/web/lynxview.html

Web Policies for RCTC can also be found at: http://www.roch.edu/it/html/webtopics/RCTC_Web_Site_Policies.html
WEB 2.0 – Social Media

A variety of social media tools are creating new ways to communicate, engage, and build relationships with students and stakeholders of the College. All programs/departments adopting Facebook will be approved by College Relations and will have a page created under the college’s master page. No other pages will be sanctioned or allowed by RCTC. The following standards and guidelines have been established for these evolving WEB 2.0 strategies.

Facebook Objectives

1. To provide for a more dynamic stakeholder management system to build relationships via social marketing.
2. To foster more real time communications.
3. To extend the brand personality of RCTC and the vibrancy of life on campus.
4. To use as a secondary public relations vehicle to promote on-campus events, people and happenings.

Facebook Page Approval Process

1. RCTC will employ a page-based strategy. This means all programs and departments must fall under the RCTC master page.
2. Programs/departments desiring a Facebook page must do so via a written request to College Relations.
3. Each program and department approved for a page must designate a person to establish their own Facebook profile.
4. The College will add the designee as a “friend” in the main profile.
5. Your program/department will be added as a page adhering to branding set forth by College Relations.
6. The program/department designee (person with established profile) would be granted access rights to their page.
7. The added program/department page then can be accessed via the designee’s established profile.
8. Programs/departments are required to manage Facebook content keeping it current and relevant. Failure to do so may result in access being restricted and/or the page being removed.
9. Content deemed inappropriate will be removed. Examples of inappropriate use include, but are not limited to:
   a. Illegal activities
   b. Wagering, betting, or selling
   c. Harassment, disparagement of others, stalking, and/or illegal discrimination
   d. Fund-raising for any purpose unless agency sanctioned
   e. Commercial activities, e.g., personal for-profit business activities
   f. Promotion of political or religious positions or activities
   g. Receipt, storage, display or transmission of material that is or may be reasonably regarded as violent, harassing, discriminatory, obscene, sexually explicit, or pornographic, including any depiction, photograph, audio recording, or written word
   h. Downloading or installing software (including games and executable files) unless agency sanctioned
   i. Unauthorized accessing of non-public data
j. Non-State employee use (e.g., family member or friend) at work or away from work
k. Uses that are in any way disruptive or harmful to the reputation or business of the State
l. Purposes other than state business, except incidental or minimal use

10. Comments that are inappropriate or derogatory toward the College or an individual are subject to removal. Program/department page designees are expected to monitor information and remove content if inappropriate or derogatory. Consultation with College Relations is advised when doing so.
11. Seek fans of RCTC, not friends as a profile-based approach.

**Expectations for Facebook Pages - Keys to Success**

1. Keep information current and up-to-date.
2. Reinforce the use of this communications tool by keeping it relevant.
3. Page owners need to commit to actively using the tool on a weekly, if not daily basis.
4. Content should be appropriate (see above) and not derogatory toward any individual or the College.

**YouTube Objectives**

1) To provide for a more dynamic stakeholder management system to build relationships via social marketing
2) To extend the brand personality of RCTC including its programs, athletics, music, theater and campus life to a broader audience
3) To promote events and happenings on campus

The following standards and guidelines have been established for YouTube.

1) All video posted to the YouTube will be preapproved by the College Relations office.
2) Content deemed inappropriate will not be posted to YouTube.

**College Apparel/Uniforms**

As the College’s athletic programs replace their uniforms on a rotating basis, the athletic director and/or coaching staff and/or Student Life will contact the College Relations staff with its updated uniform design prior to placing an order. The updated uniforms colors should be as close to PMS 295 Blue and PMS 116 Yellow as possible.

The use of College fonts, logo, wordmarks and the mascot will be in accordance with the College’s graphic standards (see page 7). No changes to the official college fonts, logo, wordmarks or mascot will be allowed without the written consent of the College Relations office.
Branding Standards and Guidelines for Athletic Uniforms

College athletic uniforms and apparel represent the Rochester Community and Technical College brand. As such, the design of sporting apparel shall adhere to college branding standards and guidelines. Additionally, there shall be continuity in the use of common identifiers integrated into the design and styling of uniforms and other apparel.

1. **All athletic uniforms should contain the identifier “Rochester” on the uniform.** Rochester Community and Technical College’s tradition and legacy of championship athletics presents an image of the college on a local, state, regional and national level. The use of acronyms and abbreviated mascot naming conventions have limited awareness and familiarity and therefore shall be avoided. If the RCTC acronym is used it must be secondary to the term Rochester. For example a jersey front contains Rochester and a sleeve has RCTC.

2. **All uniforms should use the term “Yellowjackets” spelled out as one word on some placement on the athletic uniform.** The term Yellowjackets shall be used in conjunction with Rochester and must appear on a jersey front or back, jersey sleeve or uniform pant/shorts placement. The abbreviated use of Yellowjackets as “jackets” is not consistent with college branding standards and guidelines and therefore not permitted.

3. **The terms Rochester and Yellowjackets can be complimented by the use of the approved sting logo.**

4. **All uniforms must use official college colors and be as close a match possible with the identified Pantone colors of 295 blue and 116 gold.**

5. **The use of the navy, gold and white colors must be used in any combination within a design.** The use of any accent color must be approved by College Relations.