

## College Marketing & Communication

Palmer College of Chiropractic (College) is committed to effective and accurate marketing and communication with its constituents that is consistent with its mission, identity and strategic priorities.

As such, the College has established a communication protocol for supervisors and first responders to College issues. This protocol is outlined in the Palmer College of Chiropractic Communication Handbook for Issues, Crises and Emergencies. The protocol is designed to: 1) define the accepted processes for approval and dissemination of outgoing information; 2) ensure a clear communication path internally and externally; and 3) ensure a consistent and strategic approach to communication.

Key to the success of the College's communication efforts is our institutional ability to approach marketing and communication in a strategic, disciplined and coordinated way.

### SCOPE

This policy applies to the entire College community, which is defined as including the Davenport campus (Palmer College Foundation, d/b/a Palmer College of Chiropractic), West campus (Palmer College of Chiropractic West) and Florida campus (Palmer College Foundation, Inc., d/b/a Palmer College of Chiropractic Florida) and any other person(s), groups, or organizations affiliated with any Palmer campus.

### DEFINITIONS

- > The term ***“College”*** refers to Palmer College of Chiropractic, including operations on the Davenport campus; West campus; and Florida campus.
- > The term ***“College community”*** refers to all students, faculty, staff (including administration), and any other person(s), groups, or organizations affiliated with any Palmer campus.

### OVERSIGHT AND ACCOUNTABILITY

The Department of Marketing & Communication is charged with the leadership and oversight of all official institutional marketing and communication channels, programs and activities used to reach internal and external audiences.

These specifically include those activities related to logos and marks/visual identity, style, usage, advertising, marketing, public relations, crisis communication, media relations, College website, internal communication, distribution of mass email, community relations activities, printing, displays, and contracting for related professional services.

## **ISSUES/CRISIS COMMUNICATION**

Should the College become aware of an internal or external concern that could affect the College community, the College will formally communicate such concerns through the Marketing & Communication department.

- > Marketing & Communication is specifically responsible for official institutional communication related to issues and crises.
- > Marketing & Communication (or its designee) uses the automated Palmer Alert System to distribute emergency messages.
- > Marketing & Communication develops, maintains and routinely distributes the Palmer College of Chiropractic Communication Handbook for Issues, Crises and Emergencies.

For details, see: [palmer.edu/PalmerAlert/](http://palmer.edu/PalmerAlert/)

Any member of the College Community who becomes aware of a crisis situation is to immediately report the crisis situation to Campus Security. Campus Security will then immediately report the situation to one of the designated individuals below.

### ***DAVENPORT CAMPUS***

Jillian McCleary  
Senior Director of Communications  
Marketing & Communication  
1000 Brady Street  
Davenport, IA 52803  
(563) 884-5726  
[jillian.mccleary@palmer.edu](mailto:jillian.mccleary@palmer.edu)

### ***FLORIDA CAMPUS***

Lauren Apetz  
Campus Communications Specialist  
Marketing & Communication  
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## **WEST CAMPUS**

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Marketing & Communication  
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## **MEDIA RELATIONS**

- > Marketing & Communication is the point of contact with the news media, including creation and distribution of information relating to general College news or topics requiring an institutional response.
- > News releases related to the College or its respective departments should be referred to Marketing & Communication to be edited and distributed.
- > News conferences are to be coordinated by or through Marketing & Communication.
- > Requests for information, interviews, or other media activities that come directly to faculty, staff or students from news media should be referred directly to Marketing & Communication.

For details, see: [Media and PR Assistance](#)

## **COLLEGE COMMUNICATION/MASS EMAIL**

- > Marketing & Communication is responsible for sharing College announcements through appropriate channels (e.g. TuesdE-news, Palmer Highlights, Palmer Communications).

For details, see: [Web & Electronic Communications](#) and [palmer.edu/publications](http://palmer.edu/publications)

## **SOCIAL MEDIA**

Marketing & Communication maintains the College's official social-media sites and is the point of contact for creation and dissemination of information via the College's social media sites.

## **COLLEGE STANDARDS**

Marketing & Communication develops standards, guidelines and procedures necessary for the effective management of College communication efforts, and routinely communicates these to all College employees.

### ***Visual Identity***

- > Marketing & Communication develops, maintains and makes routinely available for use by the College community, and Palmer Brand Guidelines, and associated templates and themes.
- > All College marketing and communication materials are expected to conform to the standards set forth in the Palmer Brand Guidelines.
- > For details, see: [Palmer Brand Guidelines](#)

### ***Websites***

- > All College and College-related Web pages are to conform to the standards set forth in the Palmer Brand Guidelines.
- > All College and College-related Web pages are to conform to federal standards and the College's standards set forth in the College Web procedures – “Palmer College of Chiropractic Web tools: Resources for Web Developers.”

For details and procedures, see: [Palmer Brand Guidelines](#) and [Web & Electronic Communications Guidelines](#)

### ***Displays***

- > Display concepts developed for or by college department, and affiliated groups are to comply with the standards set forth in the Palmer Brand Guidelines.

For details, see: [Palmer Brand Guidelines](#)

### ***Photography/Videography***

- > The College photographer is responsible for maintaining an archive of College photos and video for use in publications and on websites.

- > Use of Commercial Agencies or Consultants. If a project or body of work is to be completed by a commercial agency or consultant, a written request must be submitted to the College's Marketing and Communication Department and it is at the discretion of the Marketing and Communication Department which agency or consultant is selected. Marketing and Communication must approve concepts and tactical materials prior to final production.

## **STANDARD INSTITUTIONAL POLICY PROVISIONS**

Institutional Policies are supplemented by provisions that are applicable to all institutional policies. It is the responsibility of all employees and students to know and comply with these standards.

- > [Standard Provisions Applicable to All Institutional Policies](#)

## **Additional Information**

### **ASSOCIATED POLICIES, PROCESSES AND/OR PROCEDURES**

This Policy is supplemented below. It is the responsibility of all employees and students to know and comply with policies and procedures as supplemented. .

### **FORMS/INSTRUCTIONS**

- > Presentation Templates
- > Brand Tools

### **CONTACTS**

- > Kim Kent  
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Davenport, IA 52803  
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### **RELATED INFORMATION**

- > [Web & Electronic Communications](#)
- > [palmer.edu/publications](http://palmer.edu/publications)

## HISTORY

Adopted: ..... Wednesday, February 7, 2018

Issuing Office: .....Office of Institutional Compliance  
Earlye Julien, PHR, M.S. Ed., CQIA  
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Responsible Officer: .....James O'Connor, APR  
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