BRAND OVERVIEW

ONE COLLEGE. ONE BRAND.

SAN JACINTO℠ COLLEGE

TABLE OF CONTENTS

#SANJAC

About Us

Since 1961, San Jacinto College has served the residents of East Harris County, Texas, as its premier collegiate and workforce education partner. Offering more than 200 degree and certificate options to approximately 41,000 students annually, the College has a regional economic impact of $1.3 billion in added income, which supports 13,044 jobs. Surrounded by industrial, maritime, health care, and space exploration enterprises, the College maintains numerous industry partnerships and is a recognized leader in innovative workforce training. A 2019, 2021, and 2023 Aspen Prize for Community College Excellence Top 10 institution, 2017 Aspen Prize Rising Star Award recipient, and an Achieving the Dream Leader College, San Jacinto College continues to prepare students for university transfer and workforce placement.

Key Facts

- The eighth largest community college in Texas and the third largest in the Houston area.

- Five campuses throughout East Harris County.

- A diverse student body representing more than 40 countries.

- Average student age: 21.8
  (Updated Jan. 2023)

- 37,993 credentials awarded in the last five academic years

- Ranked as the No. 10 community college for associated degrees awarded to Hispanics in the U.S.

- Accredited by the Southern Association of Colleges and Schools Commission on Colleges.

Our Milestones

1961 San Jacinto College opens with 876 students

1975 North Campus opens

1979 South Campus opens

1990s College's Foundation and Honors Program established

2008 $295 million bond referendum passed for facility upgrades

2009 Dr. Brenda Hellyer named College's first female chancellor

2015 $425 million bond referendum passed for new buildings and facility upgrades

2016 Maritime Campus opens

2020 Generation Park Campus opens

Our Mission

San Jacinto College is focused on student success, academic progress, university transfer, and employment. We are committed to opportunities that enrich the quality of life in the communities we serve.

Our Vision

San Jacinto College will advance the social and economic mobility of all members of our community. We will be known for our excellence in teaching and learning, our intentional student-centered support, and our commitment to every student. We will be the preferred workforce and economic development partner in the region and a champion for lifelong learning. San Jacinto College will inspire students to explore opportunities, define their educational and career paths, and achieve their goals and dreams.

Our Values

Integrity: We Act Honorably and Ethically
"We conduct ourselves in ways that are professional, instill confidence, and promote trust."

Inclusivity: We Grow through Understanding
"We respect and learn from the diversity of our cultures, experiences, and perspectives."

Collaboration: We Are Stronger Together
"We believe in the power of working together."

Innovation: We Embrace New Possibilities
"We anticipate change, explore opportunities, and create continuously evolving solutions."

Accountability: We Are Responsible Individually and Collectively
"We take ownership for our commitments and outcomes."

Sense of Community: We Care for Those We Serve
"We demonstrate concern for the well-being and success of our students, our communities, and our people."

Excellence: We Strive for Outstanding Results
"We take risks, we assess our work, and we aspire to improve the quality of everything we do."

Our Key Education Areas

San Jacinto College provides higher education access to the residents of East Harris County and surrounding service areas. Our bachelor's degrees, associate degrees, technical certificate education, and continuing education areas include:

Academic

Arts, Humanities, and Communications

Education

Science, Technology, Engineering, and Math (STEM)

Social and Behavioral Sciences

Continuing & Professional Development (CPD)

Business

IT Technology

Health and Safety

Applied Trades

Maritime

Education

Lifelong Learning

Technical

Art and Design

Business

Construction, Industry, Manufacturing, and Transportation

Education

Health Sciences

Public Safety and Human/Consumer Services
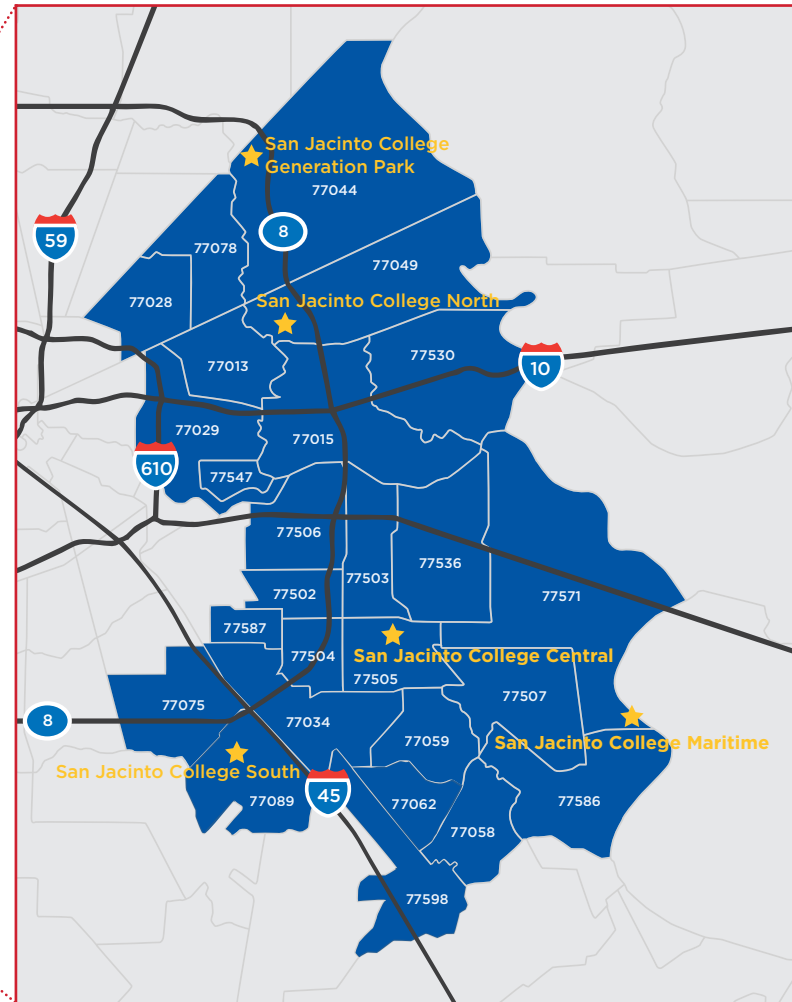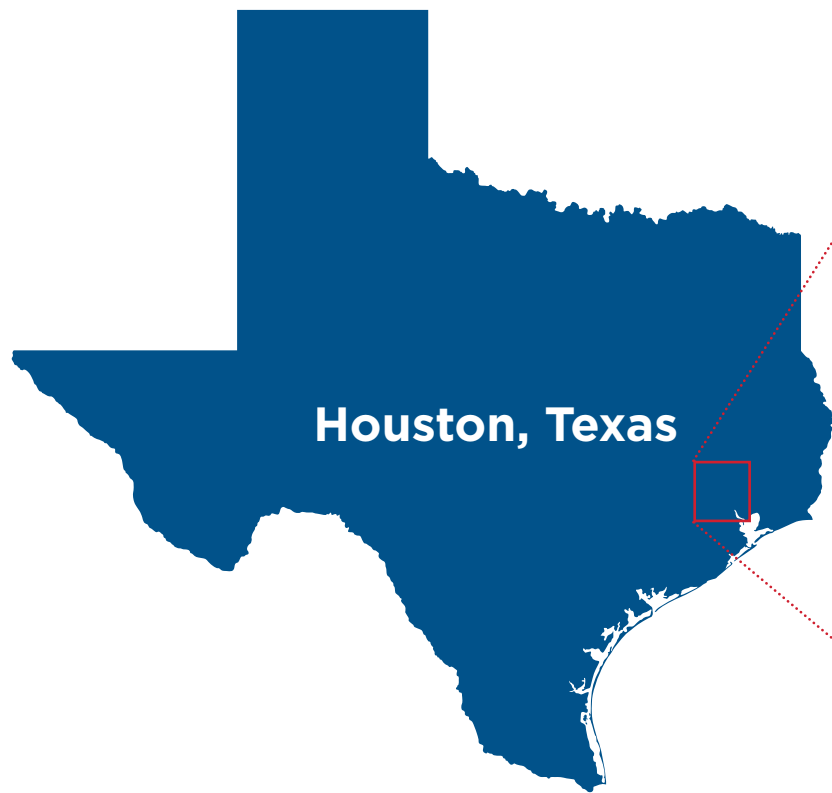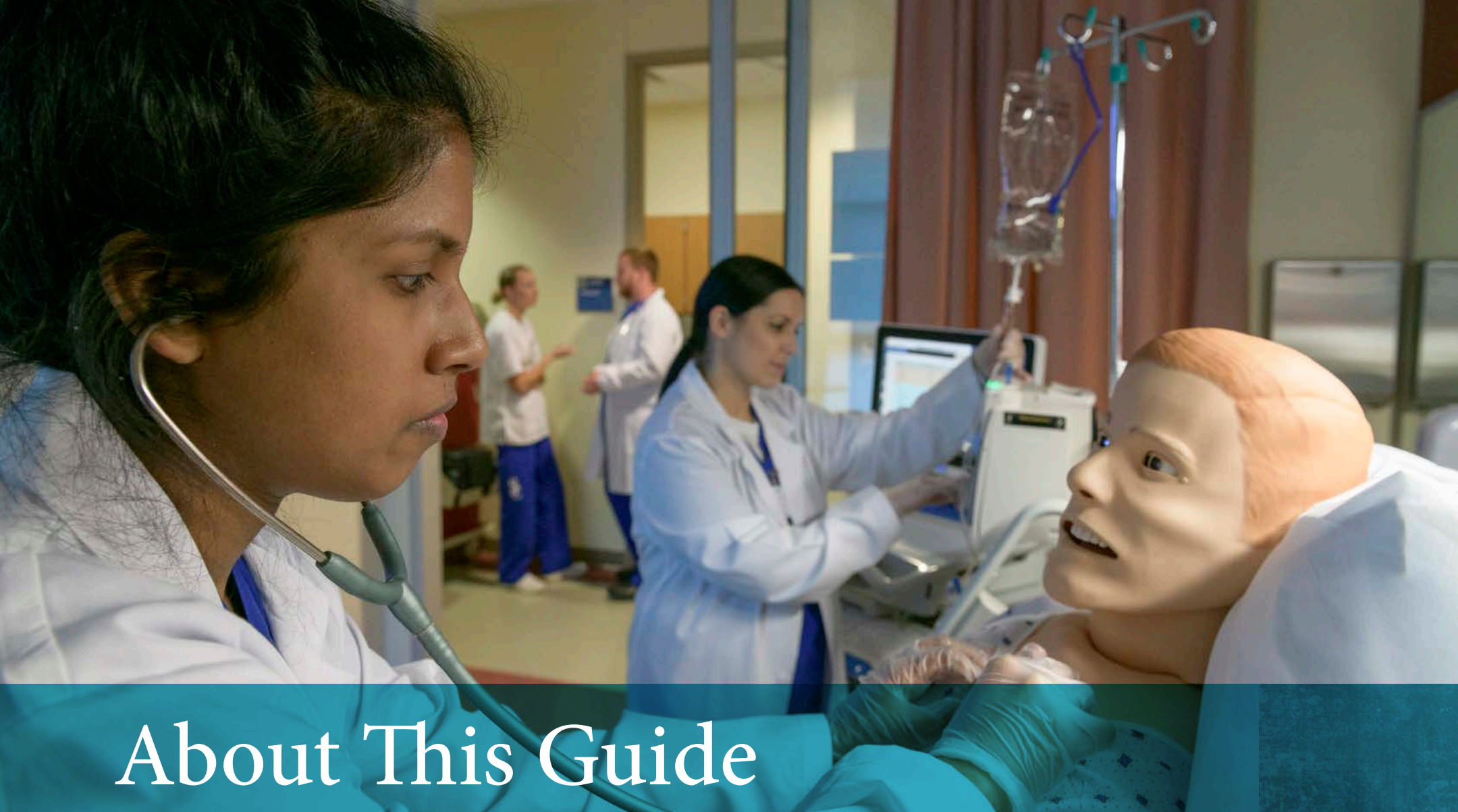
Science, Technology, Engineering, and Math (STEM)

Dual Credit

The College has early college high school and early college academy programs with the following ISDs:

Channelview

Clear Creek

Crosby

Deer Park

Galena Park

La Porte

Pasadena

Sheldon

Our service area includes East Harris County.

Houston, Texas

San Jacinto College Generation Park
San Jacinto College North
San Jacinto College Central
San Jacinto College Maritime
San Jacinto College South

77044
77078
77049
77028
77013
77530
77029
77015
77547
77506
77536
77502
77503
77571
77587
77504
77505
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77075
77034
77059
77089
77062
77586
77058
77598

About This Guide

San Jacinto College's brand is more than a logo or tagline. It entails how we convey the College's culture through imagery, writing, and graphic design. When these things come together consistently and cohesively, they differentiate us from our peers and help our stakeholders better understand a holistic view of the College along with its mission and vision.

This guide supports the creative decision-making process for the College. It also assists onboarding new employees and supports a comprehensive brand overview for education and industry partners.

What are we trying to do?

Our stakeholders' needs are constantly changing. Having a cohesive brand reinforces San Jacinto College as a leader in higher education by illustrating that we are supportive, innovative, and committed to empowering students to reach their educational goals while ultimately becoming their college of choice.

By consistently communicating our brand promise, the College will:
- Differentiate itself
- Unify messaging throughout the College
- Build trust and confidence with our stakeholders

Brand Components

This guide has been developed to educate our creative partners and the College community about the following:

OUR POSITIONING
How we help students accomplish their goals.

OUR PERSONALITY
How we sound and what we want to convey when we talk about ourselves, our values, and our aspirations.
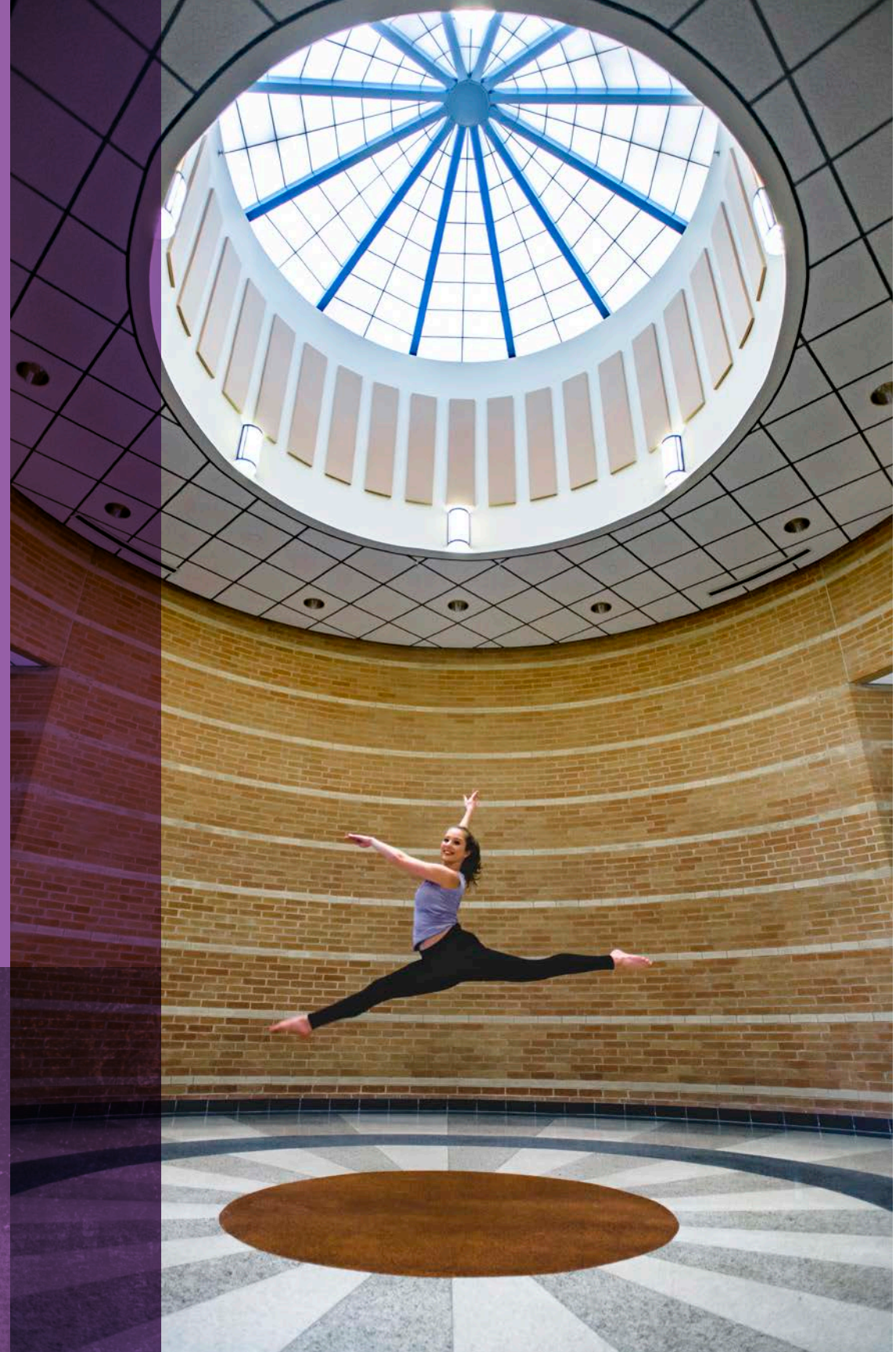
OUR LOOK
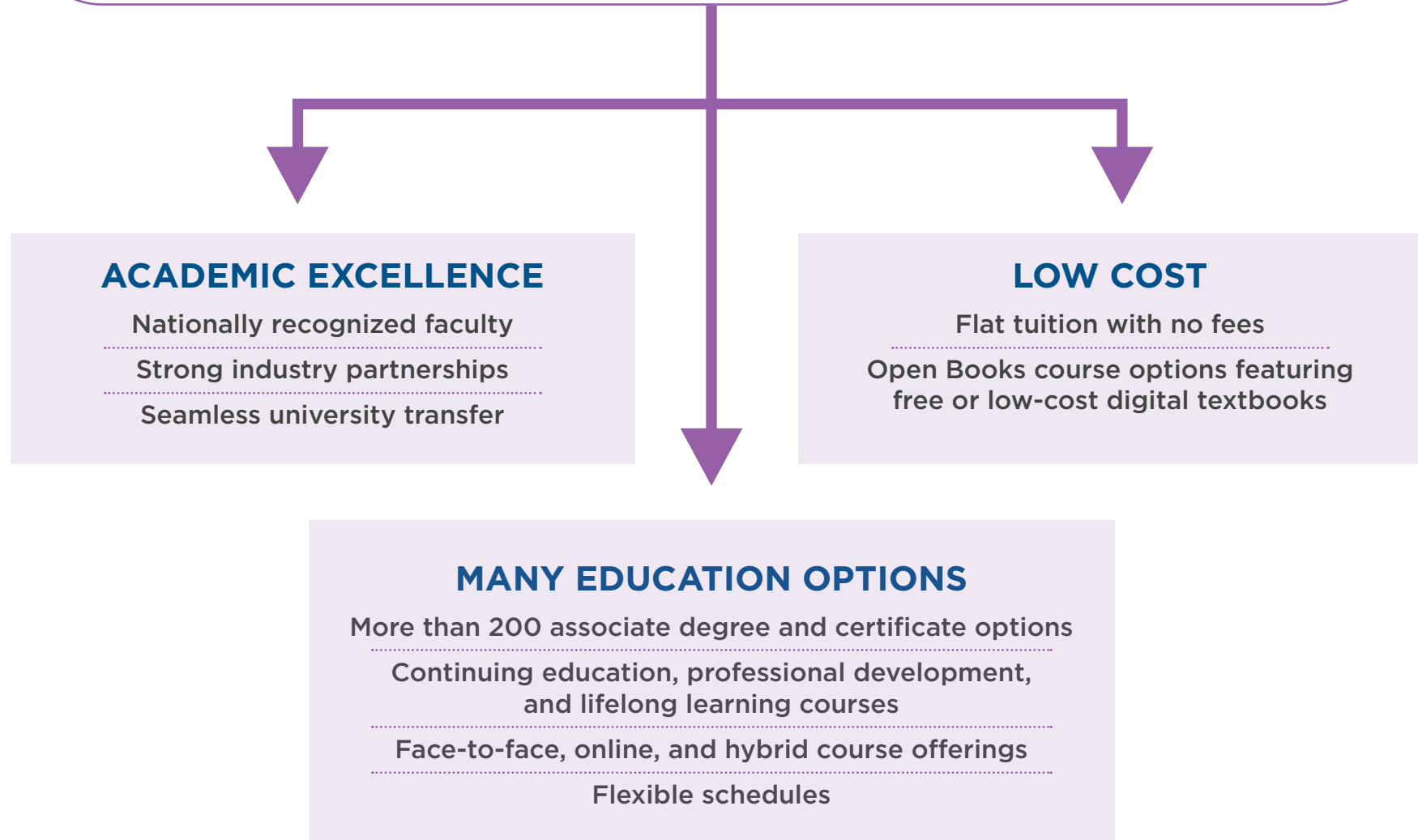How we are visually represented with consistency in print, digital, and video assets.
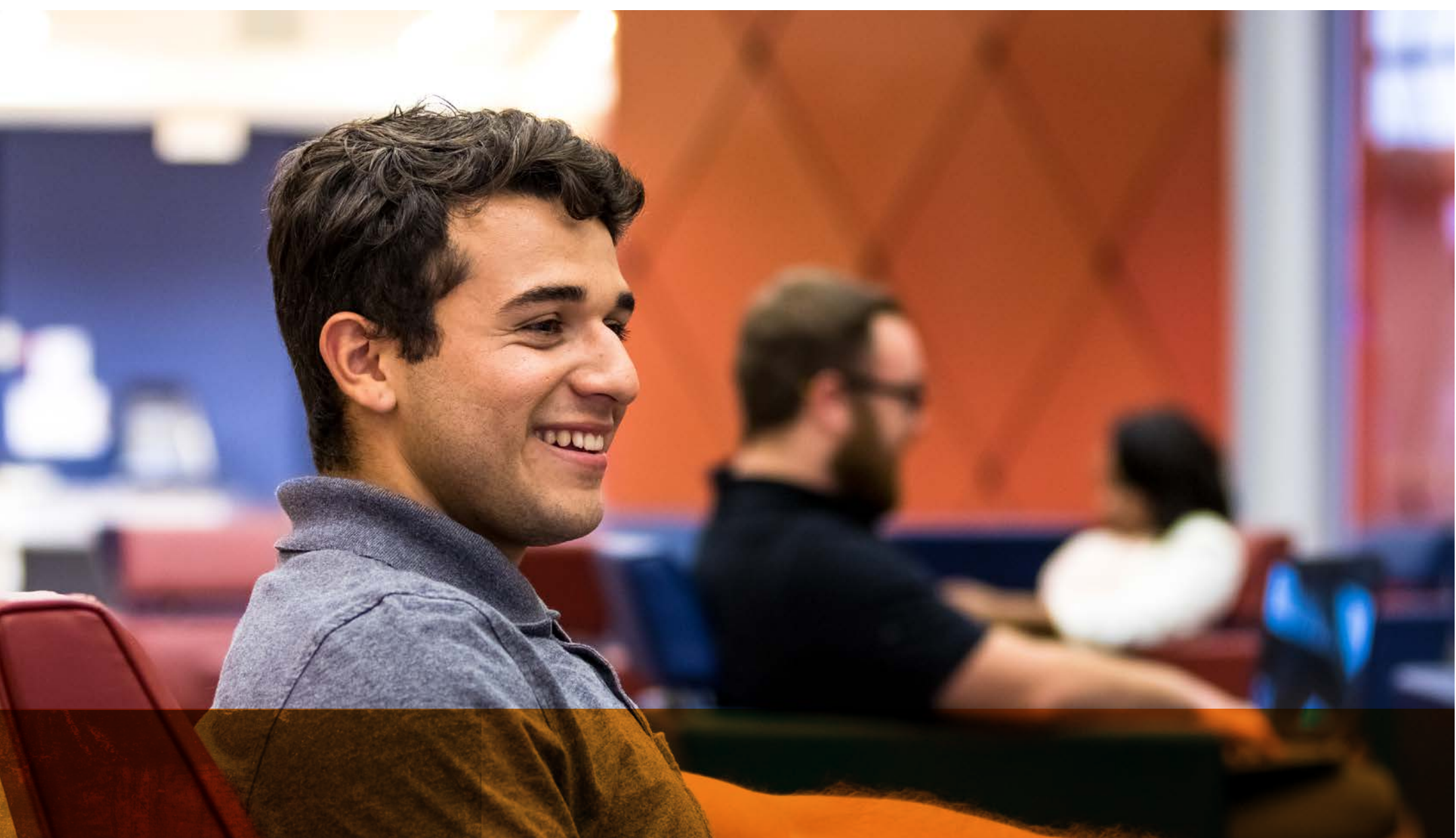
Our Positioning

The College's official tagline "Your Goals. Your College." communicates to students that "we" (the College) are here to help "you" (Your) succeed in accomplishing your "Goals." It encompasses everything from taking the first steps to enroll to completing an associate or bachelor's degree, certificate, or a lifelong learning course.

Our community college culture reflects individual, unique definitions of support, innovation, and commitment because San Jacinto College is here for YOU. As a community we are deeply committed to the diverse populations we serve and continue to meet students where they are.

Your Goals. Your College. MESSAGING ARCHITECTURE

ACADEMIC EXCELLENCE

Nationally recognized faculty

Strong industry partnerships

Seamless university transfer

LOW COST

Flat tuition with no fees

Open Books course options featuring free or low-cost digital textbooks

MANY EDUCATION OPTIONS

More than 200 associate degree and certificate options

Continuing education, professional development, and lifelong learning courses

Face-to-face, online, and hybrid course offerings

Flexible schedules

Our Brand Personality

Our personality is a direct reflection of our culture, our people, and our vision.

Our Brand Personality Traits

Our brand personality is expressed in all that we do and say, as well as through the consistency and tone of our communications.

San Jacinto College's brand personality comprises three traits:
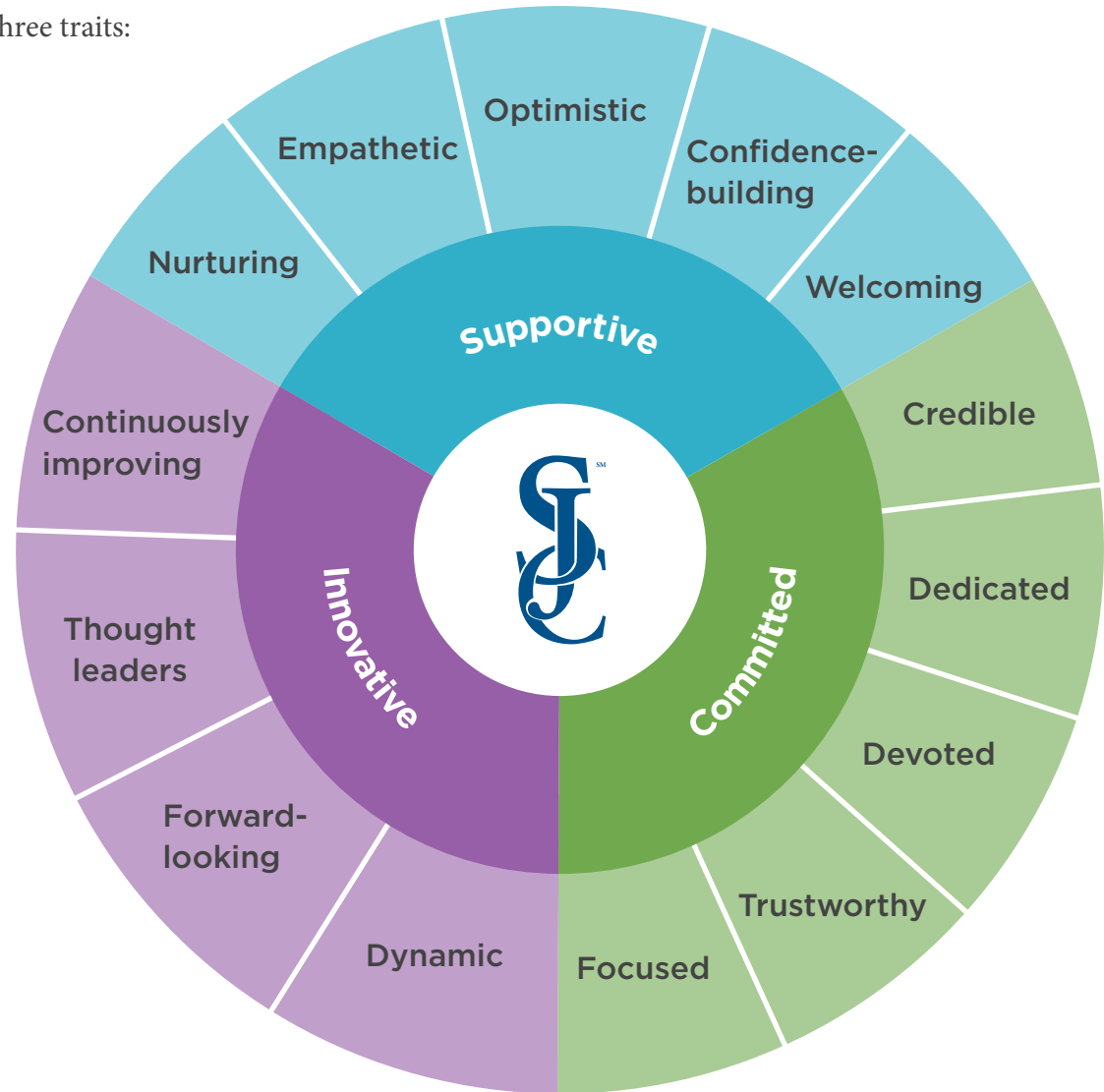
SUPPORTIVE
Nurturing
Empathetic
Optimistic
Confidence-building
Welcoming

COMMITTED
Credible
Dedicated
Devoted
Trustworthy
Focused

INNOVATIVE
Dynamic
Forward-looking
Thought leaders
Continuously improving

Our Sound

To establish consistent messaging, we must choose the right words and tone of voice to convey our brand personality.

PERSONALITY TRAIT: **SUPPORTIVE**

Within every student lies tremendous potential for greatness. They may have rough days, and we all do, so we empathize. We stand with them. When they struggle, we encourage. When they feel they don't belong in college, we welcome them with open arms.

SOUNDS LIKE THIS:
When it comes to teaching veteran students, Dr. Silva expressed that while every veteran's life is unique, as brothers and sisters in service, their common ground is knowing that through training, study, striving, and "reaching," any obstacle can be overcome.

NOT LIKE THIS:
Dr. Silva said that all veteran students can get through anything by sticking together.

PERSONALITY TRAIT: **INNOVATIVE**

We welcome change and are driven to lead by finding better ways to educate, train, graduate, and add value to every life we touch. Our stakeholders look to us for help, trusting that we have their best interest at heart.

SOUNDS LIKE THIS:
The College took things one step further. In a world where nearly all transactions are electronic, knowing that there could be additional sensitivities to students having to present paper vouchers, these "vouchers" are access codes with an $8 amount. Therefore, a student pays the cashier by providing their access code just like any other athlete or student using their meal funds.

NOT LIKE THIS:
The College created food pantry voucher codes for students to use in lieu of paper vouchers, in case paying for meals with paper vouchers caused any sort of hesitancy for students who use them.

PERSONALITY TRAIT: **COMMITTED**

Seeing our students, employees, and community members succeed is not only our passion; it's our purpose. We are here to serve our diverse stakeholders, no matter where they are in their educational and professional journeys. Whether it's providing information to prospective students, pointing current students to the right resources on campus, or partnering with industry leaders for enhanced learning experiences, we are dedicated to enriching the quality of life of the communities we serve.

SOUNDS LIKE THIS:
As a top 10 community college in the nation and the country's second-largest producer of process operator graduates, San Jacinto College plays a vital role in helping the region maintain its status as the "Energy Capital of the World." The new technologically advanced Center will enhance the College's ability to provide unrivaled, hands-on training in real-world labs, designed with current industry needs in mind.

NOT LIKE THIS:
The LyondellBasell Center for Petrochemical, Energy, & Technology at San Jacinto College is the College's newest facility designed to train current and future petrochemical industry professionals.

Writing Tips

THE SPIRIT OF "YOUR GOALS. YOUR COLLEGE."

When writing about the College, think about words that exemplify the College's **official tagline**, "Your Goals. Your College."

The phrase illustrates what the College is to that individual stakeholder (e.g., the College is a teacher/training expert, provider of information, industry training partner, builder of self-confidence, etc.).

Word choice illustrates the **value** the College brings to the target audience and the **intent** of the specific written piece (news story, flyer/ad/brochure copy, web content, social media post, etc.).

WORDS WE USE

Who we are:	What we do:
Intentional	Educate
Dedicated	Train
Inclusive	Inspire
Futuristic	Collaborate
Caring	Innovate
Resourceful	Develop
Adaptable	Empower
Focused	

Writing Do's

KEEP THE AUDIENCE IN MIND

Before writing, consider the intended audience for the piece. For example, the general public may not be as knowledgeable about some of the College's initiatives, so more details and background information may be necessary. If the audience will consist of professionals in a particular discipline, industry terminology may be useful.

USE DATA WHEN APPLICABLE

Numbers can help tell the story and drive important messaging. If your program's enrollment has increased significantly, if national data trends correlate to the percentage of students using your department's services, or if you can find a recent regional, state, or national report with great employment rates for graduates from your program — those types of data can enhance the story of how the College is helping students succeed.

Writing Don'ts

AVOID SJC

The preferred way to refer to the College is "San Jacinto College" on first reference, and "the College" or "San Jac" for all second references. Never use San Jac College.

Example: San Jacinto College received a grant from the National Endowment for the Arts. The grant will provide funding for several of the College's fine arts programs along with collaborative event partnerships with the Museum of Fine Arts Houston.

AVOID ACRONYMS WITH NO REFERENCE

The field of higher education is full of acronyms, but some audiences may not be familiar with them. Spell out all acronyms on first reference, then use the acronym alone in remaining references.

Example: She is a campus science, technology, engineering, and math (STEM) coordinator, and her favorite event is the STEM fair.

Our Look

The image of San Jacinto College is a combination of our logo, typeface selection, color palette, and application of photography and images. A consistent look and feel in our communication materials will provide a lasting impression on our students, employees, and stakeholders.

Logos

OUR LOGO

The San Jacinto College logo comprises the name of the organization in a customized type style along with a symbol and tagline. The style, size, and positioning of the symbol and tagline make the logo unique. Always use and display the logo as it is shown here. Always download ready-to-use, approved San Jacinto College logos rather than create your own or alter an existing one.

OUR LOGO IN COLOR

The color version of the logo is the primary version and is made from San Jac Blue (Pantone 2945C). This version should be used in most standard applications.
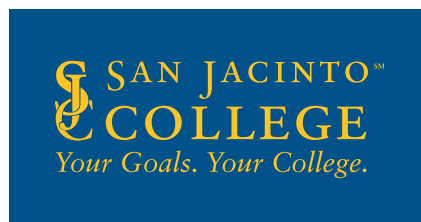
Solid black should be used in materials produced in black and white. All white is acceptable when using the logo on a dark background.
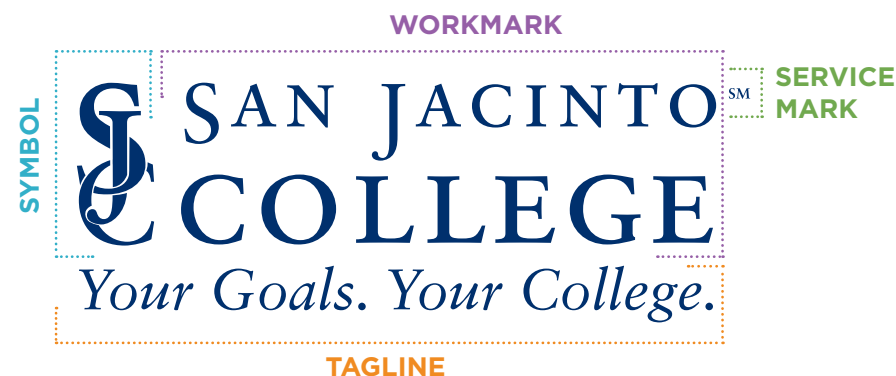
Anatomy of our Logo

WORDMARK

Our wordmark is the San Jacinto College name in the font Sabon Bold.

SYMBOL

The symbol comprises the interlocking SJC in a stylized font. The Wordmark is always used with the symbol. In very rare instances when there are extreme space limitations, the symbol can be used alone.

TAGLINE

The tagline should be centered under the wordmark and symbol. It is typeset in the font Sabon Italic. The logo with tagline is the primary logo and is the first choice. It is acceptable to use the logo without the tagline when space or esthetics restrict using the tagline.

SERVICE MARK

The service mark (SM) is required on our logo, located in the upper right-hand corner.

San Jacinto College Logo Clear Space

To give the logo the maximum amount of emphasis, a clear zone surrounding the logo must be maintained. The space is measured by the height of the "C" in College as shown. Space between the symbol and the wordmark is half of the "C" space.

The only element that can intrude on the clear zone is the tagline, campuses, and departments.

SAN JACINTO ℠
COLLEGE
Your Goals. Your College.

Leave "breathing room" around the logo.

Logo Minimum Size

The minimum size the logo can be printed measures 1.50 inches in length.

SAN JACINTO ℠
COLLEGE
Your Goals. Your College.

1.5 inches minimum

Department Logos

Department logos follow this format. No variations are permitted.
College and department logos can be found on the College Public (P) drive.

SAN JACINTO ℠
COLLEGE
ADVISING, CAREER & TRANSFER

San Jacinto College Logo Do's and Don'ts

The best way to make sure our logos remain professional and consistent is to follow these requirements. Here are some examples of correct and incorrect uses of our logo that will help you stay on track.

DO's

1. Use the primary logo on a solid, not busy, background.

DON'Ts

1. Do not alter the logo colors.
2. Do not disproportionately scale or stretch the logo.
3. Do not recreate the logo using another typeface.
4. Do not link the logo with another logo or symbol.
5. Do not use a different tagline.
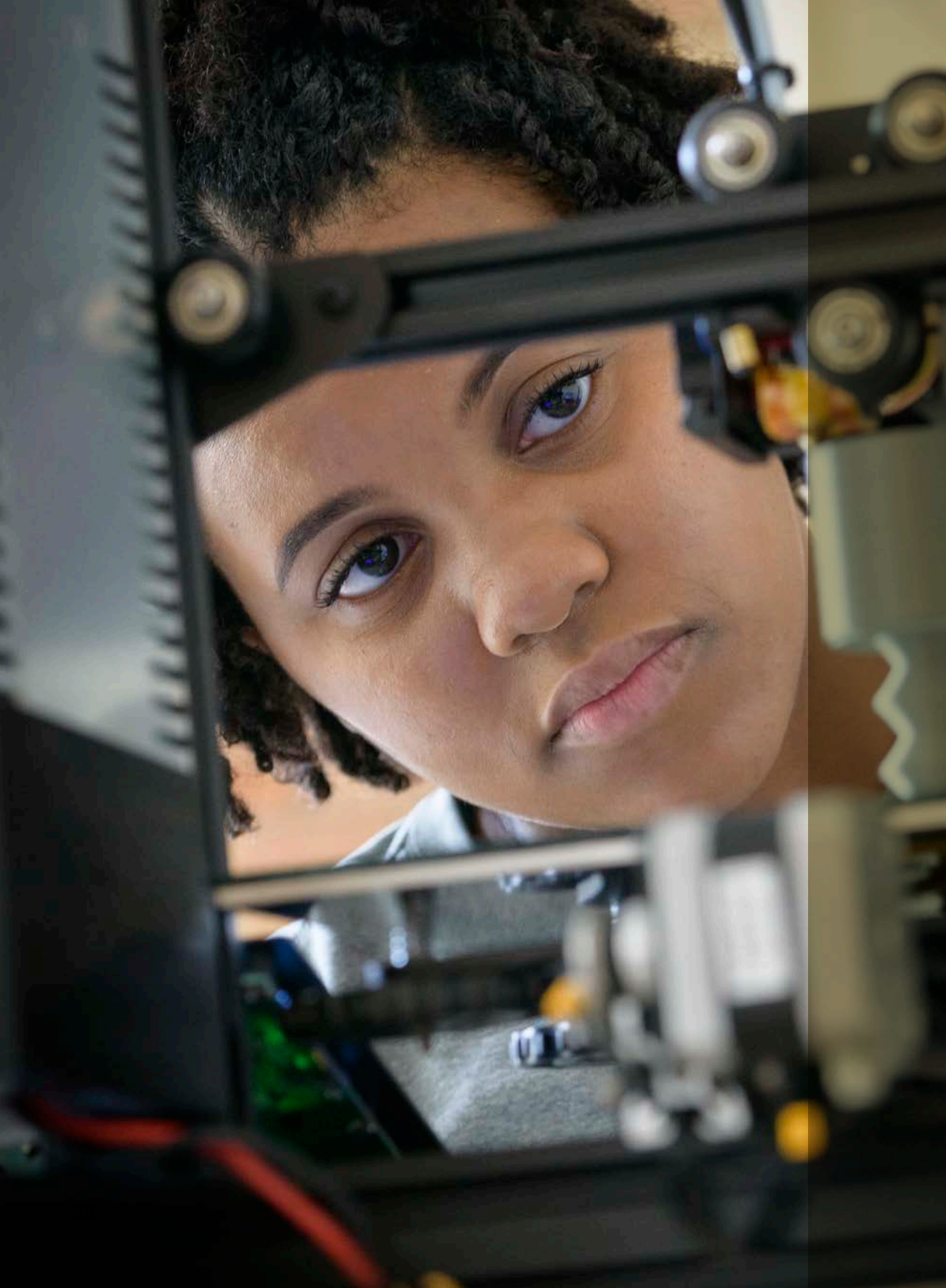
Applications

When applied consistently, our positioning, personality, and look can create an emotional connection and convey a powerful, positive message about who we are and aspire to be. The goal is for our stakeholders to easily identify graphics, publicity, and marketing materials as belonging to San Jacinto College.
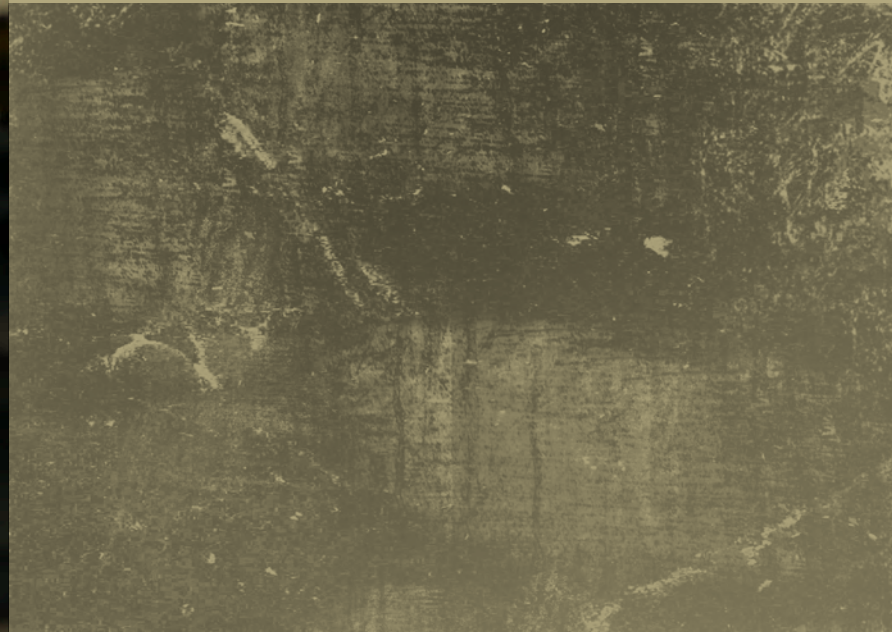
San Jacinto College Color Palette

Primary Colors

The primary color palette is comprised of two colors: **San Jac Blue** and **San Jac Gold**. The majority of designs should be some combination of the primary colors.
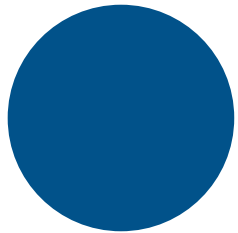
San Jac Blue
Pantone 2945
CMYK: 100, 73, 20, 5
RGB: 0, 73, 129
HEX: 004c97
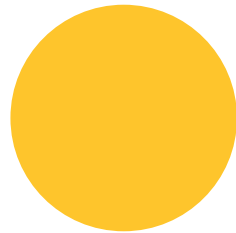
San Jac Gold
Pantone 123
CMYK: 0, 24, 94, 0
RGB: 255, 196, 37
HEX: ffc61e
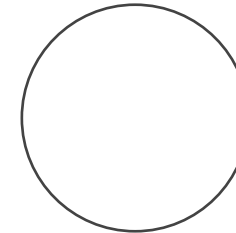
San Jac White
Pantone Process White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFF

*White is considered a neutral color

Secondary Colors

The secondary color palette is comprised of nine accent colors that can be used for various purposes, such as graphics and promotional materials. Secondary colors should be used after having already used the primary colors.
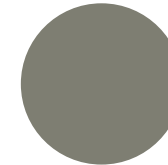
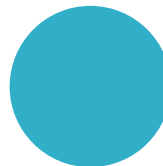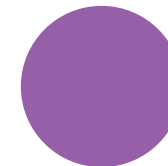**Pantone 635**
CMYK: 30, 0, 1, 0
RGB: 170, 227, 249
HEX: aae3f9

Pantone 416
CMYK: 28, 18, 29, 51
RGB: 126, 127, 116
HEX: 7e7f74

Pantone 452
CMYK: 16, 11, 45, 25
RGB: 176, 170, 126
HEX: b0aa7e

Pantone 186
CMYK: 2, 100, 85, 6
RGB: 200, 16, 46
HEX: c8102e

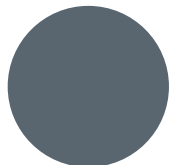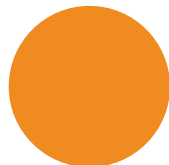**Pantone 631**
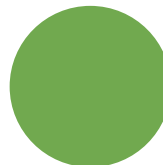CMYK: 74, 0, 13, 0
RGB: 62, 177, 200
HEX: 3eb1c8

Pantone 7441
CMYK: 44, 70, 0, 0
RGB: 159, 92, 192
HEX: 9f5cc0

Pantone 431
CMYK: 45, 25, 16, 59
RGB: 91, 103, 112
HEX: 5b6770

Pantone 144
CMYK: 0, 41, 100, 7
RGB: 237, 139, 0
HEX: ed8b00

Pantone 7489
CMYK: 56, 2, 78, 5
RGB: 116, 170, 80
HEX: 74aa50

Pantone 420
CMYK: 6, 4, 7, 13
RGB: 199, 201, 199
HEX: c7c9c7

San Jacinto College Typefaces

Typefaces listed here are specified for marketing materials such as displays, brochures, flyers, posters, etc. Any design that will be displayed online or in public needs to adhere to these typefaces. These typefaces are not required for correspondence and general communication.

Garamond and Arial are acceptable alternative fonts if any of the official typefaces are not readily available.

OFFICIAL TYPEFACES

Sabon
ABCDEabcde12345
ABCDEabcde12345
ABCDEabcde12345

Gotham
ABCDEabcde12345
ABCDEabcde12345
ABCDEabcde12345

Helvetica
ABCDEabcde12345
ABCDEabcde12345
ABCDEabcde12345

Frutiger
ABCDEabcde12345
ABCDEabcde12345
ABCDEabcde12345

Times New Roman
ABCDEabcde12345
ABCDEabcde12345
ABCDEabcde12345

Montserrat
ABCDEabcde12345
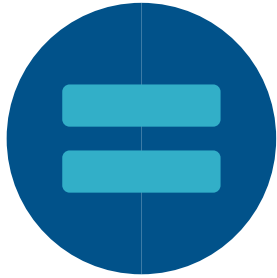**ABCDEabcde12345**
ABCDEabcde12345

ALTERNATIVES

Garamond
ABCDEabcde12345
ABCDEabcde12345
ABCDEabcde12345

Arial
ABCDEabcde12345
ABCDEabcde12345
ABCDEabcde12345

Legal Requirements

All publications require the Equal Opportunity Statement. Publications aimed at **current students or college employees** should use the full version whenever possible.

SHORT VERSION (when limited space is available)

An Equal Opportunity Institution

FULL VERSION

The San Jacinto College District is committed to equal opportunity for all students, employees, and applicants without regard to race, creed, color, national origin, citizenship status, age, disability, pregnancy, religion, gender, sexual orientation, gender expression or identity, genetic information, marital status, or veteran status in accordance with applicable federal and state laws. The following College official has been designated to handle inquiries regarding the College's non-discrimination policies: Sandra Ramirez, Vice Chancellor of Human Resources, 4624 Fairmont Pkwy., Pasadena, TX 77504; 281-991-2659; Sandra.Ramirez@sjcd.edu.

Photography/Imagery

In our media-rich culture, photos can convey our message more quickly than text. This allows an opportunity to tell the story and exhibit our values without needing to explain.

HERE IS A GUIDE TO HOW WE SHOULD REPRESENT OUR COLLEGE THROUGH IMAGES:

- Choose images that will create an **emotional connection** with the viewer.

- **Crop**, **dodge** (lighten), and **burn** (darken) areas within a photo to strengthen the story of a photo and create intimacy with the viewer.

- Include **action** and **reaction** photos.

- Include a variety of **photo compositions** (a mix of medium, detail, close-up shots) that help tell the story.

- Choose **natural lighting** when possible.

- Incorporate **bokeh** (out-of-focus areas) and **dynamic angles**.

APPLYING BLUE FILTER

Social Media Image Enhancements

The use of filters on photos can help create a cohesive aesthetic and help set our visual brand apart. Filters can be used in social media to strengthen the College's brand personality.

USING BRAND COLORS

Image Branding

It's important to be aware of colors in photos. When possible, incorporate the branded colors, blue and/or golden yellow, into your images. For example, pull in a blue napkin or swag from an event, have the blue sky as a backdrop, position the shot so the College name or logo are in the background, choose to photograph people wearing blue or yellow.

Image Requirements for All College Images

GENERAL REQUIREMENTS

- No chewing tobacco or gum
- Minimal jewelry
- Fingernails, body art, and body piercings should not be a distraction

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APPAREL REQUIREMENTS

- San Jacinto College logo apparel preferred when applicable (i.e. program advertising photos)
- Aim for seasonless attire; avoid sweaters and flip-flops
- Prefer blouse or shirt with collar rather than T-shirts; no cleavage
- Avoid busy patterns or narrow stripes; no solid white shirts
- Company logos and shirts with slogans are to be avoided (i.e. Nike, PINK, etc.)

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SAFETY AND IMAGE REQUIREMENTS FOR PROGRAM PHOTOS

For photos featuring students or faculty in the classroom or training site, verify they are following the proper PPE requirements. Each program is slightly different, so an instructor needs to be on-site to ensure all protective gear is being worn in the photos.

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HEALTHCARE PROGRAMS

- Hair pulled back
- No nail polish or fake nails or tips
- Nails cannot extend 1/4 inch beyond fingertips
- Body tattoos must be covered
- No facial piercings
- Clean shaven
- Gloves, when required
- Clean scrubs/uniform
- Badge should be visible

INDUSTRIAL PROGRAMS

- Hair should be tied up under hard hat photos in the field
- Goggles or safety glasses with side shields (goggles can be visible on hard hat)
- Hard hat with San Jacinto College logo; no ball cap under hard hat
- Gloves should be on when touching equipment or near equipment; gloves should always be visible, even if not wearing.
- Hearing protection
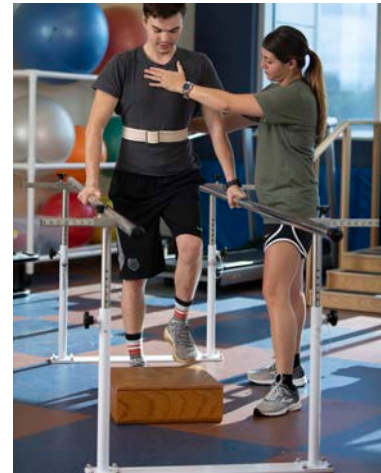- Close-toed shoes
- Badge should be visible

Photo Examples

Photo Examples

All photos below reflect examples of the San Jacinto College photography style.

Publications

QUICK FACTS

FINANCIAL AID

RECRUITING BROCHURE

TRIFOLD BROCHURE

Digital Assets

REPORT TO THE COMMUNITY

SOCIAL MEDIA

LCD SCREEN

Employee Communications

INTERNAL WEBSITE
internal.sanjac.edu

WATERCOOLER NEWSLETTER
sanjac.edu/watercooler
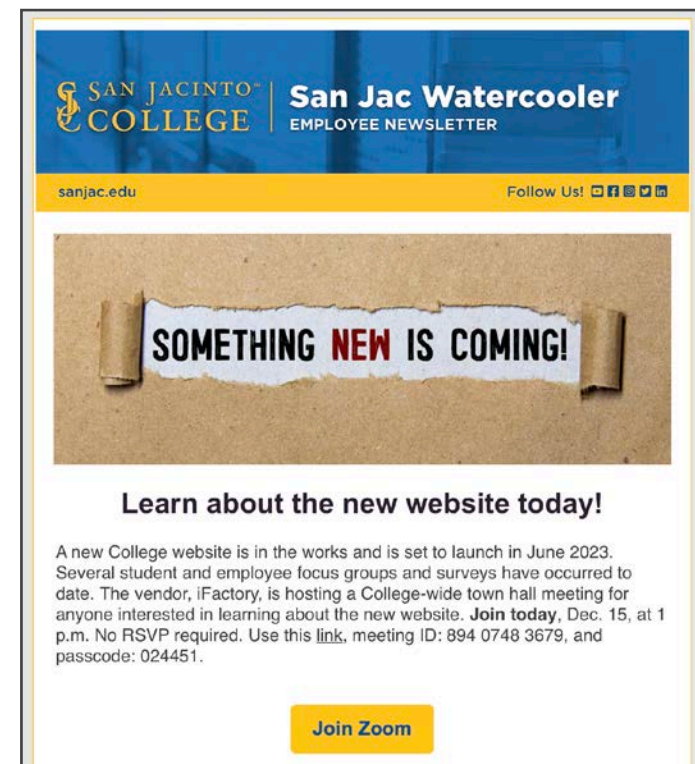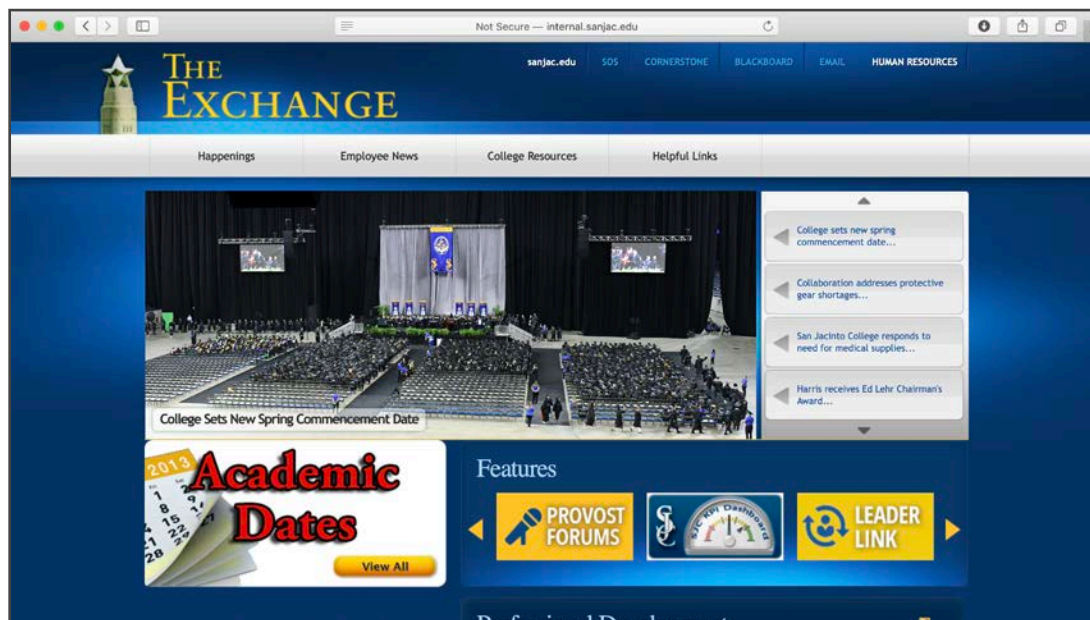
Ravens Mascot

San Jacinto College has a long, rich history of both athletic and academic success. The College's mascot and persona represent not only student-athletes but all students, student organizations, employees, donors, sponsors, and proud alumni.

Athletic programs, students, employees, alumni, faculty, and campus groups may use the mascot and associated graphics to promote their own activities. But they must follow the mascot brand guidelines.

RAVENS MASCOT LOGO (HEAD)

This is the primary version of the San Jacinto College Ravens mascot logo. It is trademarked and therefore cannot be altered in any way. The San Jac Ravens wordmark is part of the mascot graphic and must be used as shown.

COLOR MASCOT LOGO
(includes both Raven head illustration and wordmark)
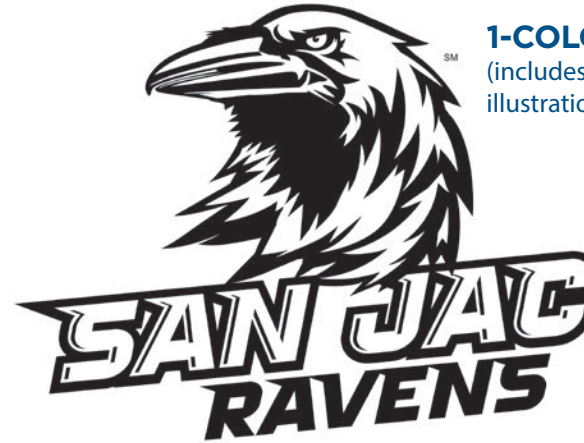
1-COLOR MASCOT LOGO
(includes both Raven head illustration and wordmark)

Mascot logo clear zone
To give the logo maximum impact, maintain a clear zone around it.

The space is measured by half the height of the full mascot logo as shown.

1.25"

Logo minimum size
The minimum size the mascot logo can be printed measures 1.25 inches wide as shown.

For smaller applications like a pen, use the San Jac Ravens wordmark.

RAVENS MASCOT LOGO (RAVEN IN FLIGHT)

The alternate Ravens logo is the Raven in Flight. The Raven in Flight is only available as a color image. The San Jac Ravens wordmark is part of the mascot graphic and must be used as shown.

MASCOT LOGO (RAVEN IN FLIGHT)
(includes both Raven-in-flight illustration

Mascot logo clear zone
To give the logo maximum impact, maintain a clear zone around it.

The space is measured by half the height of the full mascot logo as shown.

Logo minimum size
The minimum size the mascot logo can be printed measures 1.25 inches wide as shown.

For smaller applications like a pen, use the

SAN JAC RAVENS WORDMARK

If you cannot use the Ravens mascot logo, you may use the wordmark as shown below. Always keep "San Jac" and "Ravens" together.

full-color wordmark

1-color wordmark

COLOR PALETTE

The San Jacinto College mascot uses the College's primary brand colors (PMS 123, PMS 2945, Process Black, and Process White), as indicated here.

Pantone: PMS 2945
CMYK: 100, 73, 20, 5
RGB: 0, 73, 129
HEX: 004c97

Pantone: PMS 123
CMYK: 0, 24, 94, 0
RGB: 255, 196, 37
HEX: FFC61E
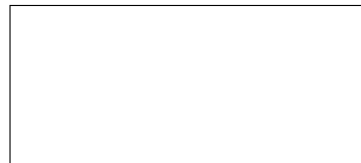
Pantone: Process White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFF
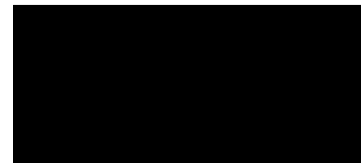
Pantone: Process Black
CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
HEX: 231F20

Pantone® and Pantone Matching System® (PMS) are registered trademarks of Pantone Inc.

SAN JAC LIGATURE

The San Jac ligature has been created for the College to use as graphical support.

NOTE: As with the wordmark, the visual relationship of the ligature elements is unique and should not be altered. Standard fonts **will not** accurately reproduce the typography. Please use electronic artwork from the marketing department.

Ligature
Blue is PMS 2945, and gold is PMS 123.

Reversed ligature
For use when applied on a light background.
Blue is PMS 2945, and gold is PMS 123.

Black

PMS 2945

1-color ligature
For use when full color is not an option.

INCORRECT MASCOT LOGO USAGE

Consistent use of the logos is key to maintaining an effective graphic identity for the College. If the mascot logos appear in altered or modified forms, they become less reliable as symbols of the College.

The following are examples of inappropriate usage of the San Jacinto College mascot logo and graphic. Reproduce the logos and graphic exactly as they appear in College-approved digital files.

If you see the mascot logos in an unapproved, modified form or have a question about usage, please contact the marketing department.

Do not use the Raven head on its own. Use the entire artwork with the head and San Jac Ravens word mark.

Do not use the Raven head with any other text.

Do not use AI generated Raven artwork.

No modification with department logo

No co-branded logos

No placement on busy backgrounds

Don't crop the mascot graphic. Show the entire artwork.

Ensure there is sufficient contrast between the logo and background color.

No element repositioning

No unofficial college colors

No altered proportions

No added graphics

INCORRECT MASCOT LOGO USAGE IN SOCIAL MEDIA
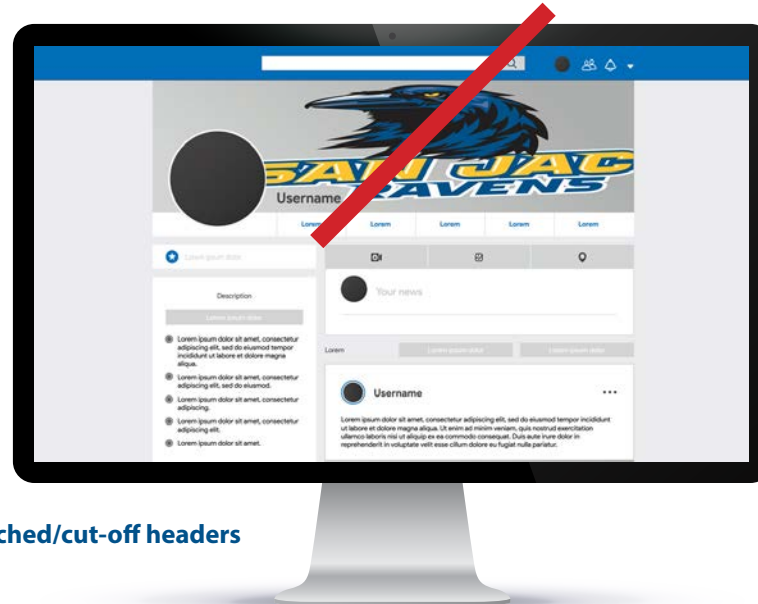
No stretched/cut-off headers
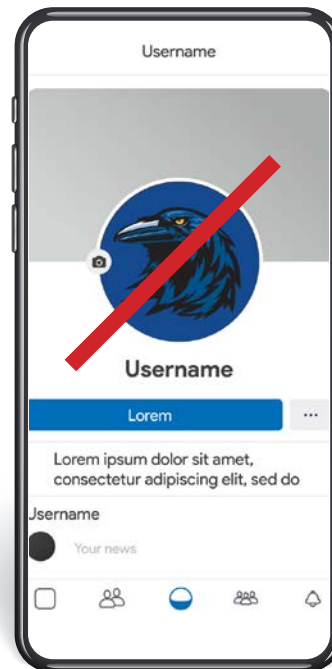
No use of just the Raven head
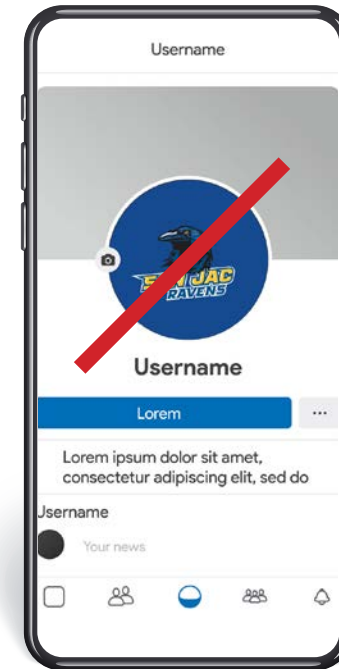
No small/illegible profile images

Editorial Style Guide

Use this guide as a reference when writing content for the College.

A

abbreviations

Avoid abbreviations in running text.

professor Smith, not Prof. Smith

Use abbreviations and ampersands (&) when they are included in running text and part of a formal name.

Robbins, Schwartz, Nicholas, Lifton & Taylor, Ltd.

Sears, Roebuck and Co.
(NOT Sears, Roebuck & Co.)

Avoid using abbreviations for an organization's name unless the agency or organization is known by its abbreviation: FBI, CIA, FCC. Do not use abbreviations or acronyms that the reader does not quickly recognize.

academic degrees

If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: John Jones, who has a doctorate in psychology.

Use an apostrophe in bachelor's degree, a master's, etc., but there is no possessive in Bachelor of Arts or Master of Science.

Also: an associate degree (no possessive); Associate of Applied Science in process technology (example of formal degree title)

with exception to Bachelor of Science in Nursing.

Use such abbreviations as B.A., M.A., LL.D. and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use the abbreviations only after a full name – never after just a last name.

When used after a name, an academic abbreviation is set off by commas: Daniel Moynihan, PH.D., spoke.

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference:
Wrong: Dr. Pam Jones, Ph.D.
Right: Dr. Pam Jones, a chemist

academic courses (See course titles.)

academic departments

Use lowercase except for words that are proper nouns or adjectives or part of a formal name: the department of history, the history department, the department of English, the English department, or when department is part of the official and formal name: San Jacinto College Department of Theatre and Film. However, always capitalize English when referring to the English department.

Keep departments, offices, and programs lowercased except when preceded by San Jacinto College.

academic titles

Capitalize and spell out formal titles such as chairman, dean, etc., when they precede a name. Exception: The title of Chancellor is capitalized before and after a name. Lowercase all other titles elsewhere.

Chancellor Brenda Hellyer
Brenda Hellyer, Chancellor, spoke. (Used only for the Chancellor)
Dr. Brenda Hellyer, San Jacinto College Chancellor said, "…." (first reference)
"…." added Dr. Hellyer. (second reference; applies to Chancellor only)

Joanna Zimmerman, associate vice chancellor for student development, talked to students about…

Dr. Allatia Harris, vice chancellor, San Jacinto College Strategic Initiatives, Workforce Development, Community Relations and Diversity; second reference, Harris.

Lowercase modifiers such as department in department chairman Randy Snyder.

acronyms (See abbreviations.)

ACT

Use only the initials in referring to the previously designated American College Testing.

addresses

Use the abbreviations Ave., Blvd., and St. only with a numbered address: 1250 Maple St. Spell

them out and capitalize when they are used with a street name but no number: Maple Street. Lowercase and spell out when used with more than one street name and no numbers: Maple and Oak streets. All other words such as alley, drive, road, etc. are spelled out.

Always use figures for an address number: 1200 W. Algonquin Road.
Spell out First through Ninth when used as street names; use figures for 10th and above: 135 First St., 1010 31st Ave.

Abbreviate compass directions in street addresses: 650 E. Fifth Street, 700 N. Palatine Road. Addresses in running copy are separated by commas: San Jacinto College, 4624 Fairmont Parkway, Pasadena, TX 77504. When listing mailing addresses, use the two-letter state postal abbreviation. Use ZIP code-plus 4 digits when possible.

Use official names of offices: Registrar's Office, Human Resources Department, etc. in mailing addresses.

advisor
Use advisor with the –or ending on all references.

affect, effect
Affect (verb), to influence. Do not use affect as a noun. The game will affect the score.

Effect (verb) means to cause; (noun) means result. She will effect changes in the company. The effect was clear.

African-American
Acceptable for an American black person of African descent. Also acceptable is black.

ages
Use figures for ages. He is 6 years old. Hyphenate ages when they are used as adjectives before a noun. A 10-year-old girl, but the girl is 10 years old.

all right
Never alright.

alumnus, alumni, alumna, alumnae
Use alumnus (alumni in the plural) when referring to a man who has attended a school. Use alumna (alumnae in the plural) for similar references to a woman. Use alumni when referring to a group of men and women.

ampersand (&)
Use only when part of a company's formal name: Robbins, Schwartz, Nicholas, Lifton & Taylor, Ltd. Do not use in place of and.

Annual Fund

apostrophes (')
Do not use apostrophes when using plurals for dates and abbreviations: 1990s, 1880s, Ph.D.s, B.A.s, 20s, VIPs, ABCs

Use apostrophes for single letters: He received three A's on his report card. Do not put quotes around grades. A's, B's, C's.

Asian-American
A person of Asian birth or descent who lives in the U.S. When possible, refer to a person's country of origin. For example: Filipino-Americano or Indian-American.

B

Bachelor of Science in Nursing (BSN)
See academic degrees.

benefiting

black
Acceptable for a person of the black race. African-American is acceptable for an American black person of African descent. Do not use colored as a synonym.

Board of Trustees
Capitalize when referring to the San Jacinto College Board of Trustees. Capitalize Board or Trustees when they are used alone or in second reference.

The Board members voted. The Trustees were appointed.

Note: When referring to boards of trustees besides San Jacinto College, lowercase on all references. (This would be incorrect if we were mentioning the full name of another board -- e.g., the Pasadena ISD Board of Trustees.)

Building names
San Jacinto College building names will be written with "and" rather than an ampersand (&)

The San Jacinto College South Campus Engineering and Technology Center

Note: The only exception is the LyondellBasell Center for Petrochemical, Energy, & Technology.

C

Campus
Capitalize on all references: San Jacinto College North Campus, San Jacinto College Central Campus, San Jacinto College South Campus, the North and South Campuses.

capitalization
In general, avoid unnecessary capitals.

Capitalize course titles, except for articles, prepositions and conjunctions. Do not use ampersands in course titles. PSYT 2331 Abnormal Psychology, Professor Smith is teaching Fundamentals of Music Theory in the fall.

Capitalize grade letters. Do not put quotation marks around grades: A, B, C, D, F

A grade of C or better is required to pass this course.

Chairman
Use chairman instead of chair.

Mr. Dan Mims is Chairman of the San Jacinto College Board of Trustees.

College
Capitalize College on second reference, and all references thereafter, when referring to San Jacinto College. San Jacinto College is in Pasadena. The College offers many programs.

See San Jacinto College.

commas
The following guidelines treat some of the most frequent questions about commas. Additional guidelines on specialized uses are provided in separate entries such as dates and scores

For detailed guidance, consult the punctuation section in the back of Webster's New World College Dictionary.

IN A SERIES: Use commas to separate elements in a series: The flag is red, white, and blue. He would nominate Tom, Dick, or Harry.

In sentences where an integral element of a series requires a conjunction (e.g., ham and eggs), place this item last in the series, if possible, and do not separate this phrase with a comma before the conjunction: I had orange juice, toast, and ham and eggs for breakfast.

Use a comma also before the concluding conjunction in a complex series of phrases: The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

See dash and semicolon for cases when elements of a series contain internal commas.

WITH EQUAL ADJECTIVES: Use commas to separate a series of adjectives equal in rank. If the commas could be replaced by the word and without changing the sense, the adjectives are equal: a thoughtful, precise manner; a dark, dangerous street.
Use no comma when the last adjective before a noun outranks its predecessors because it is an integral element of a noun phrase, which is the equivalent of a single noun: a cheap fur coat (the noun phrase is fur coat); the old oaken bucket; a new, blue spring bonnet.

WITH NONESSENTIAL CLAUSES: A nonessential clause must be set off by commas. An essential clause must not be set off from the rest of a sentence by commas. **See essential clauses, nonessential clauses in the main section.**

WITH NONESSENTIAL PHRASES: A nonessential phrase must be set off by commas. An essential phrase must not be set off from the rest of a sentence by commas. **See essential phrases, nonessential phrases in the main section.**

WITH INTRODUCTORY CLAUSES AND PHRASES: A comma is used to separate an introductory clause or phrase from the main clause: When he had tired of the mad pace of New York, he moved to Dubuque.

The comma may be omitted after short introductory phrases if no ambiguity would result: During the night he heard many noises.

But use the comma if its omission would slow comprehension: On the street below, the curious gathered.

WITH CONJUNCTIONS: When a conjunction such as and, but or for links two clauses that could stand alone as separate sentences, use a comma before the conjunction in most cases: She was glad she had looked, for a man was approaching the house.

As a rule of thumb, use a comma if the subject of each clause is expressly stated: We are visiting Washington, and we also plan a side trip to Williamsburg. We visited Washington, and our senator greeted us personally. But no comma when the subject of the two clauses is the same and is not repeated in the second: We are visiting Washington and plan to see the White House.

The comma may be dropped if two clauses with expressly stated subjects are short. In general, however, favor a comma unless a particular literary effect is desired or it would distort the sense of a sentence.

INTRODUCING DIRECT QUOTES: Use a comma to introduce a complete one-sentence quotation within a paragraph: Wallace said, "She spent six months in Argentina and came back speaking English with a Spanish accent." But use a colon to introduce quotations of more than one sentence. **See colon.**

Do not use a comma at the start of an indirect or partial quotation: He said the victory put him "firmly on the road to a first-ballot nomination."

BEFORE ATTRIBUTION: Use a comma instead of a period at the end of a quote that is followed by attribution: "Turn in your assignment," Miss Cawley said.
Do not use a comma, however, if the quoted statement ends with a question mark or exclamation point: "Why should I?" he asked.

WITH HOMETOWNS AND AGES: Use a comma to set off an individual's hometown when it is placed in apposition to a name (whether of is used or not): Mary Richards, Minneapolis, and Maude Findlay, Tuckahoe, New York, were there.
If an individual's age is used, set it off by commas: Maude Findlay, 48, Tuckahoe, New York, was present.

WITH PARTY AFFILIATION, ACADEMIC DEGREES, RELIGIOUS AFFILIATIONS: See separate entries under each of these terms.

NAMES OF STATES AND NATIONS USED WITH CITY NAMES: His journey will take him from Dublin, Ireland, to Fargo, North Dakota, and back. The Selma, Alabama, group saw the governor.
Use parentheses, however, if a state name is inserted within a proper name: The Huntsville (Alabama) Times.

WITH YES AND NO: Yes, I will be there.

IN DIRECT ADDRESS: Mother, I will be home late. No, sir, I did not take it.

SEPARATING SIMILAR WORDS: Use a comma to separate duplicated words that otherwise would be confusing: What the problem is, is not clear.

IN LARGE FIGURES: Use a comma for most figures greater than 999. The major exceptions are street addresses (1234 Main St.), broadcast frequencies (1460 kilohertz), room numbers, serial numbers, telephone numbers, and years (1876). **See separate entries under these headings.**

PLACEMENT WITH QUOTES: Commas always go inside quotation marks.

WITH FULL DATES: When a phrase refers to a month, day, and year, set off the year with a comma: Feb. 14, 1987, is the target date. **See semicolon.**

Commencement, commencement
Capitalize when referring to San Jacinto College Commencement. Lowercase on second reference or when referring to formal commencement exercises.

composition titles
Use quotation marks for titles of articles and features in periodicals and newspapers, chapters of book titles, essays, and titles of songs or short compositions.

English faculty member Elizabeth Turner wrote the essay "Teaching Willa Cather in May Sarton's 'Faithful Are the Wounds'"

Co-sponsor (hyphen)

Corequisite (no hyphen);
also **prerequisite** (no hyphen)
course titles
Capitalize all words in a title, except lowercase articles (a, an, the), conjunctions (and, but, or, for, nor), and prepositions regardless of length. **See capitalization.**

course schedule (two words)
Lowercase and use to refer to continuing and professional development and credit course schedules.

course work (two words)

credit hours
Use numerals to refer to credit hours (no hyphens).

Three credit hours.

BUT She is enrolled in a four-credit-hour course.

current, currently
Avoid use of current and currently because it is redundant.

Incorrect: He currently works at the college.
Correct: He works at the college.

D

dashes
Use em dashes (—) to set off phrases where something more than a comma is needed. Do not use spaces between the em dashes.

Correct: San Jacinto College—named after the area—is located in East Harris County.
Incorrect: San Jacinto College—named after the area, is located in East Harris County.

Use en dashes (-) for ranges in years, page numbers, times, etc. with no spaces between the dashes.

Examples: 2002-2003, 1998-1999 (repeat the full year on second reference for ranges), pages 125-258, 10 a.m.-3 p.m.

database (one word)

dates
Time, date, and place should always be in the following order:
• at 6 p.m. Friday in the theater
• at 10 a.m. Tuesday, April 1 in the Interactive Learning Center

Use the year with the month only if the date does not fall in the current year.

Do not use endings -st, -nd, -rd, -th with dates
April 1 event, not April 1st event

Use a comma before and after the year if a month and date appear with it: December 31, 2003.

Do not use a comma between the month and year when it stands alone: December 2003.

Decades may be referred to as: the 1980s, the 1990s, etc. Do not use an apostrophe. Use numerals.

days of the week
Do not abbreviate. Capitalize them.

degrees (See academic degrees.)

department names (See academic departments.)

disabled, handicapped, impaired
Do not use disabled or handicapped to describe a person. Avoid mentally challenged and other descriptions that may evoke pity. Instead use people with disabilities.

dollars
Always lowercase.
Use figures and the dollar sign ($).
Tuition costs $33 per credit hour.
He donated $600,000.
She paid $36.95 for a book.
The building costs $88 million.
Do not use $36.00. Omit the zeros.

E

ellipsis (…)
Use an ellipsis to show deletion of one or more words in sentences or quotes. Leave one space on both sides of the ellipsis: The car … is on the bridge. If the sentence ends with an ellipsis, leave the period that would have ended the sentence….

email

Lowercase email. Hyphenate and lowercase e-commerce, e-business, e-shopping.
San Jacinto College email addresses should be lowercase: john.smith@sjcd.edu
Avoid breaking email addresses in a line of text.

Equal Opportunity statement

See our website for the full statement that should be used on all material that will be handed to students.

F

Fall (See seasons.)

fax (lowercase)

foreign students

International students is preferred.

freshman, freshmen

Freshmen is plural, but use freshman when referring to freshman courses, freshman year, freshman class. Avoid confusion by using first-year students.

full time, full-time

Hyphenate as an adjective before the noun. Otherwise use two words. She works full time. He has a full-time job.

fundraise, fundraising (one word)

G

grade point average (GPA)

grades

Always capitalize. Do not put quotes around grades.
You must earn a C to complete the course.
See apostrophes and capitalization.

graduation (See commencement.)

Lowercase on all references.

H

Hispanic

Capitalize Hispanic. Latina (fem.) and Latino (masc.).

hyphens

Hyphens are joiners. Use them to form a single idea with two or more words.

In general do not hyphenate words that begin with the prefixes, after, anti, bi, by, co, ex, full, in, non, pre, post, re, semi and un unless the prefix ending is a vowel and the other word begins with the same vowel: re-elect, pre-election, co-op.

Always hyphenate self: self-government. Hyphenate words with prefixes when they are used in front of a formal name: anti-American, post-Renaissance.

When in doubt, look up the word in Webster's New World College Dictionary to determine if it is hyphenated.

No hyphen - Do not hyphenate the following words: noncredit, nonprofit, corequisite, prerequisite

I

Internet Guide

Some commonly used internet and computer terms:

cell phone (two words)

database (one word)

double-click

download (one word)

DVD
Capitalize and use on all references. DVD is an acronym for digital video disk.

email
Lowercase email. (No hyphen) Hyphenate and lowercase e-commerce, e-business, e-shopping. Email addresses should be lowercase: john.smith@sjcd.edu. Avoid breaking email addresses in a line of text.

FAQ
Capitalize and use on all references on the web. Acronym for frequently asked questions. Spell it out in running text.

homepage (one word)
The front page of a website.

internet
Lowercase

intranet

IT
Acronym for information technology. Spell it out and lowercase on first reference. On second reference, use IT (capitalized).

LAN
Acronym for local area network. Spell it out. Use LAN on second reference.

login, logon, logoff

MP3

offline (no hyphen)

online (no hyphen, one word)

screen saver (two words)

URL
The URL is the Internet address. Avoid breaking an Internet address in text. When the address does not fit on a line, then break it into two or more lines without adding a hyphen.

international students
International students is preferred to foreign students.
See bias-free language.

J

junior, senior
Abbreviate as Jr. and Sr. only with full names. Do not use a comma: Martin Luther King Jr.

L

Latina, Latino
Latina, Latino is preferred to Hispanic, but either is acceptable.

M

midnight/noon
Do not put 12 in front of either one. When referring to a time, it is preferable to use 12 p.m. or 12 a.m.
See time.

months
Capitalize the names of months in all uses. When a month is used with a date, spell it out. Spell out months when they stand alone or with a year.
February 14, 2002; January 2, 2001; April 1989

more than, over
Use more than when referring to numerals: More than 50 people came to the party. Their salaries increased more than 2 percent. Use over to refer to spatial relationships: The plane flew over the house.

multicultural (no hyphen, one word)

N

Native American
American Indian also is acceptable.

noncredit (one word)

nonprofit (one word)

numbers
Spell out one through nine. Use numerals for 10 and above. They have six children. There are 10 people in the family. Do not start a sentence with a number.

Incorrect: 60 students were in the class.
Correct: There were 60 students in the class.

A sentence may start with a year.
1978 was a great year.

For ordinals, spell out first through ninth when they indicate sequence in time or location: first base, First Amendment. Use numerals for 10th and above.

O

on campus, on-campus
Two words. Hyphenate as an adjective before a noun.

I work on campus.
She has an on-campus job.

online (one word)

ordinal numbers
See numbers, addresses.

P

part time, part-time
Hyphenate when used as an adjective before a noun.

I work part time. She has a part-time job.

Pathways
Pathways
Pathways Project
San Jacinto College Pathways
San Jacinto College Pathways Project

percent
One word. Spell out percent in all references. Use a numeral before percent except when starting a sentence with a numeral, then spell out the number such as: Twelve percent of the people attended the open house.

Correct: 10 percent, 2.65 percent
Incorrect: 8%, 2.5 per cent

Phi Theta Kappa
Capitalize. Use when referring to the international honor society of two-year colleges established in 1918.

phone numbers
See telephone numbers.

Police Department
San Jacinto College Police Department

The police department

campus police

Bruce Caldwell, chief of police, San Jacinto College

Bruce Caldwell, San Jacinto College chief of police

City of Pasadena Police Department

professor
Do not abbreviate. Lowercase before a name unless starting a sentence with professor. Use instructor instead of professor according to employee directory. Use faculty as a collective noun to include professors and instructors. When in doubt about a person's title, refer to the employee directory.

R

room numbers
Capitalize room when used with figures or a specific name of a room: Room 205, Blue Room,
San Jacinto College building room numbers should be written as: C45.1119 (no dashes)
See building names.

S

San Jacinto College
Use San Jacinto College on all first references. Capitalize College on second and subsequent references when referring to San Jacinto College. For official or legal documents, the College must be referred to as San Jacinto Community College District.

Using San Jac in athletics stories, direct quotes, and as second reference in less formal publications (not high-level publications) is permitted.
See College.

San Jacinto College Foundation
Capitalize Foundation on second reference when referring to the San Jacinto College Foundation.

seasons
Lowercase spring, summer, fall, and winter when referring to an academic term or calendar season.

semester
Lowercase except at the start of a sentence. Spring semester, fall semester, and summer session are available for registration.

spacing
In writing, especially for news releases and all printed materials, use one space after a period at the end of a sentence instead of two spaces as in the English grammar style.

spring (See seasons.)

state names
Spell out states when they are used alone in text. Abbreviate states when used with the name of a city, town, village, etc. Use the following state abbreviations in text. (ZIP code abbreviations are in parentheses and should be used only with complete mailing addresses.) These abbreviations come from the standards used by the AP Stylebook.

Ala. (AL)	Md. (MD)	N.D. (ND)
Ariz. (AZ)	Mass. (MA)	Okla. (OK)
Ark. (AR)	Mich. (MI)	Ore. (OR)
Calif. (CA)	Minn. (MN)	Pa. (PA)
Colo. (CO)	Miss. (MS)	R.I. (RI)
Conn. (CT)	Mo. (MO)	S.C. (SC)
Del. (DE)	Mont. (MT)	S.D. (SD)
Fla. (FL)	Neb. (NE)	Tenn. (TN)
Ga. (GA)	Nev. (NV)	Vt. (VT)
Ill. (IL)	N.H. (NH)	Va. (VA)
Ind. (IN)	N.J. (NJ)	Wash. (WA)
Kan. (KS)	N.M. (NM)	W.Va. (WV)
Ky. (KY)	N.Y. (NY)	Wis. (WI)
La. (LA)	N.C. (NC)	Wyo. (WY)

Eight states are never abbreviated in datelines or text: Alaska (AK), Hawaii (HI), Idaho (ID), Iowa (IA), Maine (ME), Ohio (OH), Texas (TX) and Utah (UT). **See addresses.**

summer (See seasons.)

T

telephone numbers
Many people use periods to separate telephone numbers. According to AP, figures and parentheses around the area code are used to keep a consistency with a format the telephone companies established. However, the following format is suggested for telephone numbers: 281-998-6150. For telephone extensions: 281-998-6150 ext. 6100.

Theatre
Use this spelling with the ending -re for all uses when referring to a Theatre unless noted otherwise: Theatre San Jacinto, San Jacinto College Central Campus Department of Theatre and Film.

For titles of plays, other performance works, and character names, use quotations instead of italics.

times
Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m. Avoid such redundancies as 10 a.m. this morning, 10 p.m. tonight, or 10 p.m. Monday night.

toward (not towards)

W

website (one word, lowercase)
www.sanjac.edu. **Omit http:// on all URLs for the College's website.**

winter (See seasons)

withdrawal

web (lowercase)

Y

year
Use figures without commas: 1995. Add no apostrophes when plural: 1990s, 1970s, 1950s. **See dates.**

Z

ZIP code
ZIP-All caps for Zoning Improvement Plan. Lowercase code. Do not put a comma between the state name and the ZIP code: Houston, TX 60067. **See addresses.**

Marketing Toolkit

Part 1: Marketing Ideas

WEBSITE

1. Web pages: Rankings, accreditations, professor recruitment, graduate placement, agreements with prestigious partners, job growth, success stories, reputation, photos, and links to media stories — anything that demonstrates quality. Students want to know why you stand out.
2. Improve ranking in Google: See Search Engine Optimization (SEO) tip sheet.
3. If you need assistance writing web content, contact Joshua Banks, digital marketing director.
4. Update calendar when you have a public event.

SOCIAL MEDIA

1. Deepen involvement in social media platforms with emphasis on developing engaging content that generates conversations.
2. Post frequently if you have a social media account for your area. Students do not see the roles we have, and it is easier to share a social media platform so the burden is not on one campus/person. Could rotate days to make it fair.
3. Stay in touch with former students through social media if it makes sense and fits each person's preferences.
4. Create a hashtag for the program.
5. Host a Facebook Live chat with Q&A.
6. Sponsored posts: A story, plan, or series of posts that tell a story or highlight important deadlines. The cost is nominal.
7. Instagram Takeover: Select a student who is really excited about his/her career path and relates well through video and pictures.
8. Use Snapchat filters for events.
9. Use graphics and memes.

10. How to use LinkedIn:
    a. Network:
       - Connect and interact with others to build relationships/partnerships.
       - Connect with former students, San Jacinto College alumni.
       - Share ideas.
    b. Recruit.
    c. Establish yourself as a thought leader, expert:
       - Join LinkedIn Groups and follow company pages.
       - Be an active member in LinkedIn Groups and discussions.
       - Share industry articles and include your own commentary about the topic.

VIDEO

1. Place videos on social media, YouTube, and webpage.
2. Intro and outro are available on marketing webpage.
3. Create six-second videos in house.
4. See tip sheet about apps to use for mobile videos.
5. Create how-to animated videos (Vyond).
6. Create a highlight reel or testimonial video from prior events, including :06 – .15 second clips on Instagram and Facebook.
7. Video topics:
   - Record former students, facilities, and student projects.
   - Record in classes, studio, lab, etc. Highlight students and why they chose their path.
   - Conduct faculty interviews: 1–3 faculty per video, max 1.5 minutes.
   - Quick how-to videos using phone or camera; post on YouTube and on program page.
   - Identify who in department is comfortable on camera – who is a subject matter expert and what he/she could share about.
   - Show off new equipment.
   - Feature company rep testimonial.

Note: Videos going on sanjac.edu, including department's webpage, require marketing approval.

PUBLICITY

1. Respond when marketing asks for faculty and students to participate in interviews.
   - Not unusual for last-minute requests from reporters, so flexibility is key.
2. Notify the communications staff if you have a student or staff member with a success story or interesting background or if department wins an award or has other noteworthy highlights.
   - Add story or brief to department webpage.
   - PR staff uses story to generate media interest.
   - Marketing staff may use in ad campaign.
   - PR staff may highlight in employee Watercooler, newsletter, or in a College publication.
3. Contests

ADVERTISING

1. On-campus advertising: LCD screens
2. Chambers of commerce: JPG of flyer
3. Community Impact Newspaper mailer insert

NETWORKING

1. Network with contact center, admissions, EPCC, and recruiting:
   a. Get to know the staff.
   b. Provide contact information each year or when there are changes to curriculum or unique admissions criteria.
   c. If your program is unique or not at all campuses, get to know the staff at all campuses.
   d. Offer demonstration or share a "wow" factor.
1. Financial aid and student resources: Learn a little. Have contacts. Refer prospective and current students thinking of dropping out due to financial hardship.
2. Industry partners and vendors: Grow deeper relationships. Some may offer funds for equipment or recruiting; others may offer items/incentives to use for drawings when you visit high schools or have recruiting events.
3. Chambers of commerce (business partnerships): Share info about upcoming classes and events through their emails.
4. Faculty advisor training: Attend and learn about resources for you and your students, My San Jac GPS, scholarships, course subs, retention strategies, etc. offered through student services/ Tami Kelly.

RECRUITING

1. Respond to inquiries within 24 hours OR LESS.
2. Have a 30-second elevator speech about your program or department.
3. Have a one- to two-minute program description if the prospect wants more info.
4. Follow up with prospects. Call back weekly until they make a decision or tell you to stop calling.
5. Call new applicants with declared intent in your program. Can use the fall list for spring. Do not email – not personal enough. Make a personal connection.
6. Target non-returning students in your program – call students from previous semester or those who have not registered two weeks prior to semester start date. Help them achieve declared attainment goals.
7. Print/save class rolls before purge to call students who were dropped for non-payment.
8. Ask students why they chose your program and how they heard about it.
9. Tours: Stand out and be prepared – share 30-second brief with recruiters and orientation leaders!
10. Pass out brochures all year long. Don't just leave them lying around. Make a connection.
11. Referrals: Ask students to send referrals to you. Do you know someone who would be a great welder, chef, designer, engineer, etc.
12. Bring a friend to class.

RETENTION

1. Fully complete student planning sheets: Get a good number and email at end of every semester.
2. Follow up with students during the year: Call them 1) when enrollment opens, 2) when payment deadline neares, 3) after purge occurs, and 4) if they are enrolled in the wrong course(s).
3. Follow up with your students as semester ends to verify courses needed for next semester and if substitutions have gone through.
4. Ask students how they found out about your program and San Jac.
5. Focus on increasing student engagement so they will be more invested in the success of their education. Create opportunities for regular interaction with other students, faculty, and staff to establish connections, build relationships, and strengthen students' resolve:
   - Award students who receive a certificate and are advancing toward associate degree – scholarship, T-shirt, other recognition.
   - Give away branded items.
   - Involve faculty and staff.
   - Give incentive for high achievers to represent department at off-campus recruiting events.
   - Work closely with the career services office to teach interview and resume skills.
   - Work closely with financial aid to meet with students.

PROGRAMMING

1. Shop your competition:
   - What are they offering?
   - What are they telling prospects?
   - How are they better or worse?
   - What is your advantage?
2. Make sure your credentials are stackable.
3. Look at your term lengths – could you increase enrollment of working adults by offering two eight-week semesters?

EVENT TOOLS

1. Prep faculty to dialogue and engage prospects in conversations at events.
2. Prospect cards: Use same ones recruiting office uses.
3. Recruiting tools to have on hand (budget for items):
   - Retractable table or floor banner
   - Table cover
   - Promo items
   - Program trifold brochures (marketing pays)

Part 1: Marketing Ideas (continued)

EVENTS

1. High school / junior high:
   - Career/college days and open houses: Perform or set up demonstrations. Bring your work, if feasible, and your students to share stories about how San Jac helped them.
   - Open house for sophomores – 1/2 day
   - Counselor connection with tours
   - Bring counselors or teachers to the campus for breakfast tacos (need to budget).
   - Have current brochures ready to go.
2. Art: Drawing class in public venue with live music. Students complete amazing drawings in one class period.
3. Perform on campus. Manned table with student and faculty to share fine arts options.
4. Community festivals: Performances or demonstrations
5. Community: Local businesses, churches, VA, YMCA
6. On campus: College Knowledge Fair, career events, welcome week activities
7. Student Engagement and Activities: Partner with an event (offer chair massages, haircuts, quick medical screening, anything to engage them)
8. Industrial employment office / workforce centers: Set up table, geofence.
9. Work with recruiting: Express your interest in working non-TACRAO events. Describe your target and ask them to let you know of opportunities. Respond promptly when they call or provide opportunities.

INTERNAL EVENTS

1. Employees: Watercooler
2. Screen it: Reformat poster for screens on campus.
3. Tweet it: Assign a hashtag before your event to create a conversation. Connect the hashtag with @SanJacCollege. Tweet from the event to create more buzz.
4. Promote it: Create a Facebook event on Facebook.com/SanJacintoCollege; invite people; promote door prize drawing – first 20 guests receive free _____ (T-shirt, drawstring backpack).
5. Snap it: Create a Snapchat filter or Instagram template; use photos of attendees in social updates – ID and tag to engage them.
6. Sponsor it: Paid sponsored social media posts are inexpensive ($50) and effective.
7. Video it: Create a highlight reel or testimonial video from prior events. Include your six- to 15-second video on the College's Instagram and Facebook.
8. Book it: Put your event on the College calendar (gets pushed out via mobile app).
9. Post it: Templates available at SanJac.edu/Marketing or ask marketing to create a custom poster and flyer.
10. Cover it: Alert PR team about event for possible story inclusion or photo coverage.

PAID VS. ORGANIC SEARCH

Paid search is search terms we bid on for placement in search results. These terms are typically found at the top and right of a search result page.

Organic search is those results, ranked by a search engine (Google, Bing), based on a formula that determines relevancy to the search.

Part 2: Marketing Services

Note: The following advertising services are available through the marketing department. Depending on the project, individual departments cover the cost of certain advertising.

ADVERTISING

1. CareerFocus article
2. CareerFocus ad
3. SeniorFocus ad
4. SeniorFocus article
5. Opportunity News story
6. Opportunity News ad (cost for this)
7. Out of home (OOH): Billboards
8. Out of home (OOH): Mall
9. Direct mail
10. Email campaign (Mailchimp)
11. On-hold message
12. Google ads
13. Digital ads
14. Social media ads
15. Geofencing mobile ads
16. Houston Chronicle Jobs ad
17. Chron.com digital banners or email using Hearst network

PUBLIC RELATIONS

1. News about program/department
2. PR pitch newsworthy stories – interview
3. PR team coverage for College publications/website

Part 3: Search Engine Optimization (SEO) Tips

KEYWORDS

1. Keyword research:
   - Sit with your colleagues and list all the search words and phrases someone might use to find your program, department, service, event, etc.
   - Use Google to search the keywords/phrases, and at the bottom of the page, you will see "What other people searched for." Add these words/phrases to your list.
   - Keywordtool.io gives several search phrases and is a great resource.
   - Now prioritize your keywords.

2. On page keyword targeting, use the keywords in the following places:
   - Title: In title tag at least once – near beginning of title is best.
   - Heading/near top of page
   - Subheadings
   - In the body – use synonyms or variations.
   - Alt image tags
   - URL
   - Meta description

3. Use keywords naturally and strategically in the body content.

4. Use synonyms.

TITLE

Marketing - University of Houston
https://www.uh.edu/marcom/departments/marketing/ ▾
University Marketing specializes in the development of integrated strategies to increase brand awareness and enhance the University goals.

DISPLAY URL

META DESCRIPTION

SEARCH ENGINE FRIENDLY DESIGN

Title Tags and Meta Description
This is what shows up in browsers, search engine results, and external sites such as Facebook, Instagram, and Twitter. It's key to engaging searchers to click on your page.

Title Tags – an accurate, concise description of a page's content:
1. Include keywords.
2. Put most important keywords first.
3. Make it sound natural.
4. Max of 50-60 characters.
5. Include brand, if it fits in character limit.
6. Should be descriptive and readable
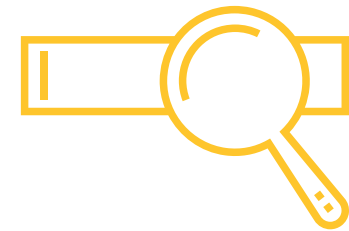
Meta Descriptions – follows the title tag:
1. Short description of a page's content
2. About 155 characters, up to max of 300

Image Optimization:
1. File name: Change the photo name so it has a keyword.
2. Alt text: Make sure it describes the image.
3. Image title text (not as important): Use a use a short, catchy title that complements what you optimized for the alt text.
4. Scaling: Size images less than 1 MB so they load quickly (use tinypng.com – a free tool that optimizes your images by 50-80 percent).

If you want a page to be found by Google, minimize or avoid the following:
1. Online forms
2. Poor link structure
3. Non-text content. Includes infographics, pictures, PDFs. These cannot be read by Google. Need to have text on the webpage that describes what is in the image. Alt text is very important and needs to include keywords.
4. Uncommon terms

Part 3: SEO Tips (continued)

LINK BUILDING

1. **Link building:**
   - Search engines use links to find content.
   - If you don't have links to some of your content, it won't be indexed (found).
2. **Orphan pages:**
   - A webpage that is not linked by another page in the domain cannot be found by a search bot unless linked to externally.
   - Make sure all your pages are linked internally with clear navigation.
3. **What makes a good link:**
   - Quality external links from reputable websites
   - Higher on the page
   - Links in the main content rather than in the header, footer, and sidebar
4. **What makes a bad link:**
   - Paid links
   - Web directories
   - Article directories
   - Link exchanges (use in moderation)
5. **Where to link:**
   - Not as important to have internal links to the pages found in your navigation
   - Ideally create links in and among long form articles.
6. **Anchor text – the words/sentence you are linking:**
   - Use a phrase to describe what the target is about.
   - No exact match
   - Do no use "click here."
   - Do not link more than one sentence.

FRESHNESS FACTOR

1. Update your page during the year, especially the main body.
2. Add student testimonials.
3. Add photos or links to social media.
4. Add updated content.
5. Add links to high-quality external sites.
6. Add new internal links to content you've recently created.
7. Ask high-quality external sites to link to your page – such as your accrediting or licensing organization, professional organizations, etc.
8. You want users to find what they are seeking to avoid a high bounce rate (want more time on page or link deeper into your site).

Additional Tips to Refresh Pages

1. Pump up your title tags with action words – guide, awesome, new, fast, how to, research, proven, results, amazing, step-by-step.
2. Content consolidation:
   - Better to have a longer page instead of multiple short pages
   - On the longer page, include a list of topics/table of contents at the top with jump links that take you down the page to the content. Use section headers to break up content.
   - For pages that aren't getting much traffic, consolidate with stronger pages.
   - If no related pages or out of date, prune away.
3. Add text content to videos and graphics:
   - Remember, Google can't read videos or graphics.

FRESHNESS FACTOR (CONTINUED)

3. Add text content to videos and graphics:
   - Remember, Google can't read videos or graphics.
   - Put text in html on the page.
4. Give old content new life:
   - Go to Search Console and see what is ranking.
   - If stale/old content, then refresh:
     - Lengthen.
     - Update meta data.
     - Add links to recent articles.
     - Add external links to authority sites.
     - Optimize images.
5. Keywords in the content: Think of all the questions prospective students may ask, and answer all those questions in your body content.
6. You must include the question and answer. This is much more important now where people ask questions and the results show up as "People also ask."

Learn more: https://moz.com

DOES THE TITLE MATCH WHAT SEARCHERS WANT?

DOES THE URL SEEM COMPELLING?

Marketing - Undergraduate | Bauer College of Business
https://www.bauer.uh.edu/undergraduate/marketing/ ▼
Oct 11, 2018 - Topics covered in **Marketing** (MARK) courses include how to conduct market research and analyze buyers, how to price goods and services, ...

DO SEARCHERS RECOGNIZE AND WANT TO CLICK YOUR DOMAIN?

IS YOUR RESULT FRESH? DO SEARCHERS WANT A NEWER RESULT?

DOES THE DESCRIPTION CREATE CURIOSITY AND ENTICE A CLICK?

Part 4: Video Tools

VIDEO TOOLS

Smartphone Camera Rigs - $50+
- Smartphone holder
- Tripod
- Microphone
- LED light
- Slider (optional)

Ripl – free
- Customize from 100's of designs.
- Post creations to social accounts or schedule to go live later.
- Analyze engagement.
- Can design on desktop and post from mobile device
- App for iPhone, iPad, and desktop
- Ripl Pro $15/month

SpliceApp.com – free
- Create videos on iPhone or iPad.
- All in one: Trim, crop, effects, titles, speed controls, animation, transitions, and music
- Huge library of free music and sound effects
- Add narration.

Quik App – free
- Make videos.
- Add photos, videos, music, text.
- 27 video editing styles
- Auto upload photos and video from camera or SD card.
- Soundtrack library – video automatically syncs to music.

Adobe Spark – included with Adobe CC
- Create and share a post, graphics, web stories, video.
- Web and mobile app options

Facebook music library
- www.facebook.com/creator/studio
- Royalty-free music library
- NASA partner – 70 space sound effects, including rocket launches and iconic dialog from Apollo moon landing

YouTube Audio Library - free
- Royalty-free music library

Filmora 9 - $60/lifetime
- Create filter, overlays, transitions, and custom titles
- Sound tools
- Green screen effects
- Multiple video imports
- Fix fisheye and camera shake
- Add effects like slow motion and reverse

Vyond Premium - $649/year
- Free trial
- Animation video
- Drag-and-drop controls and character lip-sync
- Library of royalty-free music
- Use templates or make your own.
- Dynamic charts, graphs, and transitions
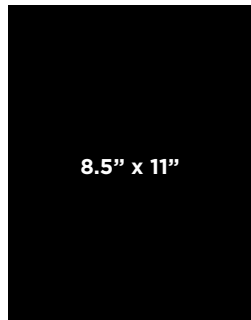- Export as animated GIF.

Professional Photos
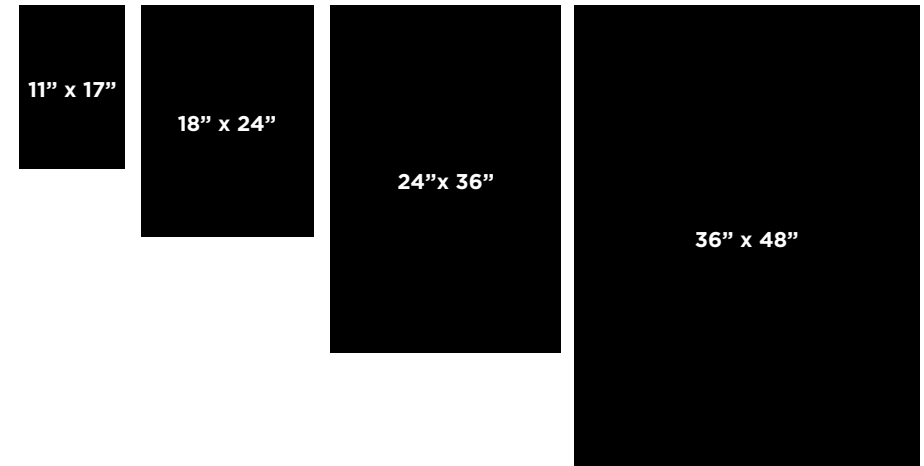- MediaValet
- Flickr
- Shutterstock

Part 5: Print Advertising and Price List

FLYER SIZE

8.5" x 11"

POSTER SIZES

11" x 17"

18" x 24"

24"x 36"

36" x 48"

PRICING

VENDOR	SPECIFICATIONS	SIZE	QUANTITY	PRICE
COPY CENTER	2-sided color, glossy paper, no bleeds (white frame around edge of paper)	8.5" x 11"	100	$100
			200	$200
			300	$300
1VISION	2-sided color, 80# gloss paper, full bleeds (no frame around edge of paper	8.5" x 11"	100	$69
			250	$120
			500	$210
			1000	$375

PRICING

VENDOR	SPECIFICATIONS	SIZE	QUANTITY	PRICE
1VISION	Poster mounted on 3/16" rigid foam board, 1-sided color	11"x 17"	1	$14
		18"x 24"	1	$28
		24"x 36"	1	$32
		36"x 48"	1	$55
	Yard signs, 2-sided, 1-color, includes H stake	24" x 18"	1	$23
	Yard signs, 2-sided, full color, includes H stake	24" x 18"	1	$30
	Metal H frame for real estate signs	to hold 24" x 18"	1	$30
	Digital color print on glossy poster paper	18"x 24"	1	$14
	Digital color print on glossy poster paper	24"x 36"	1	$22
	Instagram or selfie frame	36"x 44" frame	1	$77

TRI-FOLD BROCHURE SIZE

8.5" x 11" (FLAT)

8.5" x 3.66" (FOLD)

POCKET FOLDER SIZE

18" x 12" (FLAT)

9" x 12" (FOLDED)

PRICING

VENDOR	SPECIFICATIONS	SIZE	QUANTITY	PRICE
1VISION	Full color, 2-sided trifolds with full bleeds, trimmed and shrink wrapped	8.5" x 3.66"	100	$151
			250	$241
			500	$364
			1000	$446
			2500	$785
			5000	$1074

PRICING

VENDOR	SPECIFICATIONS	SIZE	QUANTITY	PRICE
1VISION	Full color, 4-inch pockets, 2 business card slots	9" x 12"	100	$462
			250	$783
			500	$1,037
			1000	$1,305
			2500	$1,772

BANNER STAND

90" x 31.5"

PRICING				
VENDOR	SPECIFICATIONS	SIZE	QUANTITY	PRICE
1VISION	Retractable banner stand, including graphic and soft case. Includes delivery and art setup.	90" x 31.5"	1	**$160**
			2	**$320**
			3	**$480**
			4	**$640**
			5	**$800**
			10	**$1,500**

BACKDROP

96" x 96"

PRICING				
VENDOR	SPECIFICATIONS	SIZE	QUANTITY	PRICE
1VISION	3' x 3' fabric wall display banner with hardware	96" x 96"	1	**$1,450**
	Replacement graphic for 3' x 3' fabric wall display	96" x 96"	1	**$850**
	Replacement soft transport case with wheels	24" x 18"	1	**$300**

TABLE TOP BANNER

11.75" x 21"

PRICING				
VENDOR	**SPECIFICATIONS**	**SIZE**	**QUANTITY**	**PRICE**
1VISION	Complete unit including graphic and hardware	11.5" x 17.5"	1	**$152.50**
	Replacement graphic only	11.5" x 17.5"	1	**$65**

TABLECLOTH

96" x 36"

PRICING				
VENDOR	**SPECIFICATIONS**	**SIZE**	**QUANTITY**	**PRICE**
YOU NAME IT SPECIALTIES	8' tablecloth with screen-printed department name or San Jac logo; royal blue background with white logo; request Pantone DS 212-1C for background color	96" x 36"	1	**$130***

Price subject to change based on sales/promotions.

FLYER

TRI-FOLD BROCHURE

POSTERS

POCKET FOLDER

BANNER STAND

TABLE TOP BANNER

BACKDROP
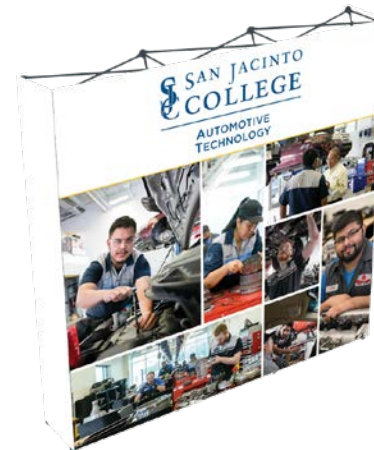
DISTRICT OFFICE
4624 Fairmont Pkwy.
Pasadena, TX 77504

CENTRAL CAMPUS
8060 Spencer Hwy.
Pasadena, TX 77505

GENERATION PARK CAMPUS
13455 Lockwood Rd.
Houston, TX 77044

MARITIME CAMPUS
3700 Old Hwy. 146
La Porte, TX 77571

NORTH CAMPUS
5800 Uvalde Rd.
Houston, TX 77049

SOUTH CAMPUS
13735 Beamer Rd.
Houston, TX 77089

www.sanjac.edu

ONE COLLEGE. ONE BRAND.

SJC

SM

For any questions regarding this brand overview, please contact the
marketing department at advertising@sjcd.edu or 281-998-6152.

External Relations
4624 Fairmont Parkway, Suite A1.210 | Pasadena, Texas | 77504