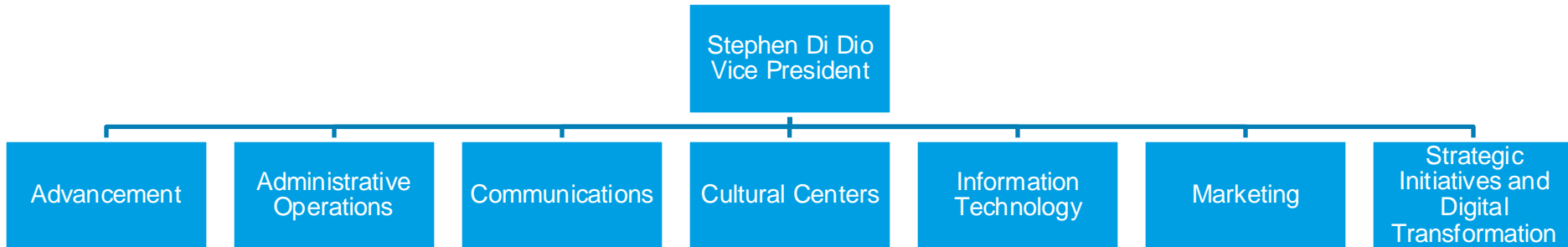




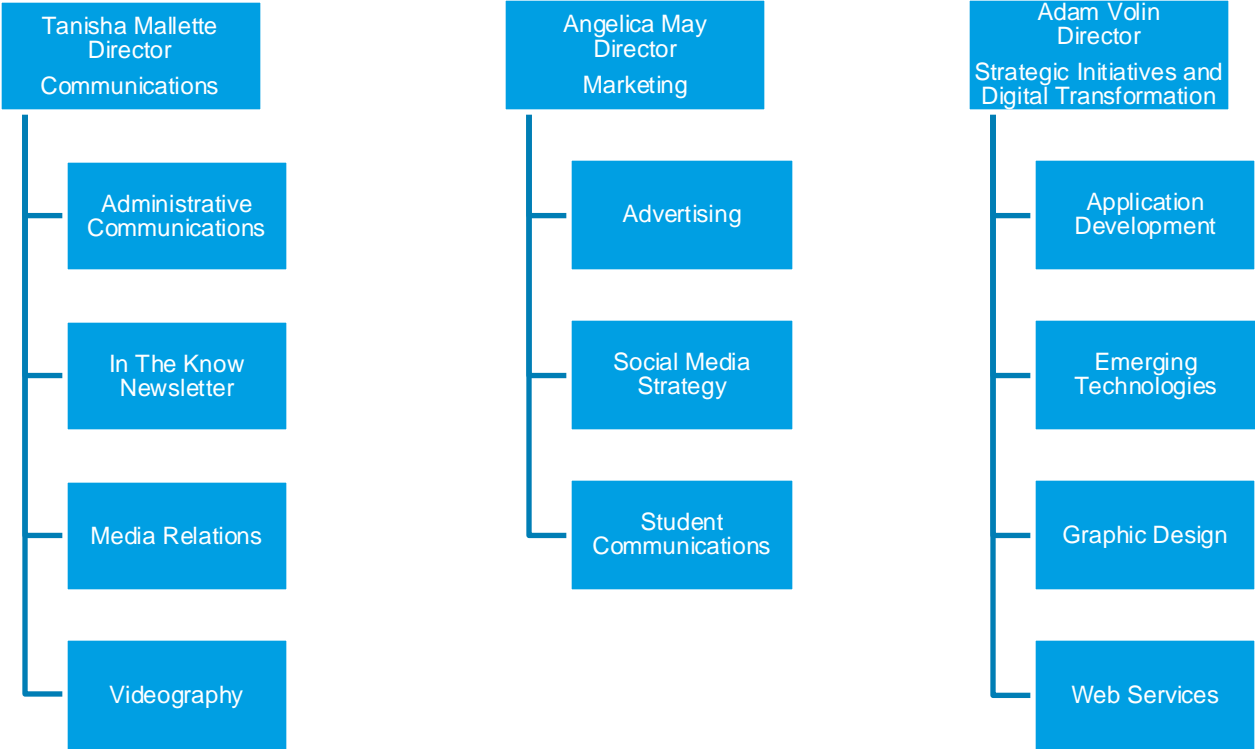
Transparency Series

Communication Services & Processes

Strategic Initiatives and Advancement



Communications Services & Processes



Communications



What We Do

- Produce the College's weekly e-newsletter, *In the Know*
- Media Relations – including responding to requests from and providing statements for journalists
- Disseminate administrative information to faculty and staff
- Provide coverage of Queensborough's people, programs, and activities



What We Do Not Do

- Event photography
- Email marketing
- Provide swag for events



Marketing



What We Do

- Collaborate with the college to engage students through digital communications platforms, with the goal of improving retention.
- Develop and implement advertising strategies to drive enrollment, including external marketing efforts and the management of our social media channels.



What We Do Not Do

- **Social Media Requests:** While we encourage you to share content that may resonate with our audience, we make the final decision on what gets posted on our official channels.
- **Event Promotion:** We do not directly promote events. Instead, we focus on sharing information. All events are included in a weekly email blast to students and are featured automatically in our Monday morning Instagram reel.



Strategic Initiatives & Digital Transformation



What We Do

- Serve as the stewards of the College's website, managing the overall look, feel, functionality, and accessibility compliance of the site, maintain key landing pages, and provide training to departments on updating their content
- Develop and maintain the QCC Connect mobile app and web applications that service the College community as a whole
- Design and produce graphics and marketing collateral primarily focused on digital distribution
- Maintain the College's brand and identity standards
- Maintain the College's digital signage
- Identify and implement emerging technologies that streamline operational processes and support the student experience



What We Do Not Do

- Create, update, or maintain departmental website content
- Develop custom mobile applications or limited use web applications
- Accept requests for digital signage content
- Offer custom logo design services
- Provide technical support for user accounts, email, computers, campus telephones, and other services provided by the Technology Support & Service Center



Requesting Services

Services from the Communications, Marketing, and Strategic Initiatives & Digital Transformation teams can be requested via our unified request form:

www.qcc.cuny.edu/submitRequest

Requests for IT support and services (user accounts, email, computers, campus telephones, etc.) should be submitted to the Technology Support & Service Center via ServiceNow:

cunyithelp.cuny.edu

Requests for photocopies should be emailed to Rich D'Amato, Administrative Services Manager:

rdamato@qcc.cuny.edu



THANK YOU

