

## Marketing and Communications

### Our Team & Roles

Bryan Winfrey	Director of Communications & Marketing Oversee team; direct vision and strategy for marketing and communications; manage public and media relations; oversee our brand
Adri Van Groningen	Marketing and Communications Specialist Graphic design; communications; promotional items; print services; photography; videography
Jenna Haagsma	Digital Content Specialist Website; digital marketing; ad and copy creation; social media; videography; photography

### Our Services

Visit our site at [valleychristianaz.org/marcom](http://valleychristianaz.org/marcom) for our brand resources, submit requests, share photos and files, and more!

You can request support by emailing [marcom@valleychristianaz.org](mailto:marcom@valleychristianaz.org)

### Logo/Brand Approvals

Even if you're using an approved logo – its' use needs to be approved!

Any use of our name or logos on printed or digital materials that will have an all-school or external audience needs to be approved prior to use.

Any apparel order must be approved prior to production.

### Media Requests

If any member of the media reaches out to you for a comment, please contact the Marketing and Communications Office prior to responding. This does not apply if you are a coach and you are giving a media interview after a game, etc.

If it is an in-person request or they get you on the phone, you can simply tell them we do not give any unscheduled interviews, but you would be more than happy to connect them with this office to set something up. If they show up unannounced to campus, please direct them to the office who will then contact us.

## VCS Mass Communication Policy

*Mass emails, social media, website, physical letters, and more*

As a school, we desire that every mass communication sent to our community is clear, timely, and effective. We do this by strategically evaluating the quantity, quality, medium, and overall effectiveness of each communication. Mass communication constitutes mass emails (sent through RenWeb, Constant Contact, or directly from the school's email server), social media channels (Facebook, Instagram, Twitter, YouTube, etc.), our own website and other webpages, physical letters, and more.

The Communications Office at VCS exists to support these efforts. VCS cannot expect that every employee knows which mediums and which dates/times are most effective in communicating information in mass; however, our Communications Office *is* specifically tasked with this role and understanding. Please understand that our goal as a school is to get the appropriate messages to the appropriate people through the appropriate mediums; a majority of submitted communications are approved and are filtered through the appropriate channel(s). To do this effectively, we have developed the following policies regarding mass communication from representatives of VCS:

### Mass Emails

Individual or small group emails to our external community are permitted by any employee. Mass emails to our community may be sent by authorized employees (see below), and should be sent with quantity, quality, and overall effectiveness in mind. Mass communication should be planned and coordinated with the Communications Office as early as possible, especially in the case of communication items with specific dates.

### Communicate as needed

- A teacher or staff member who would like to communicate with a specific student or parent, a small group (typically 20 or fewer) of students or parents, or with a specific class(es) or group(s).
- A teacher or staff member who is sending a communication to **only** students within the context of their role, even if that group includes an entire campus.
- Although it is recommended, it is not required for Campus Principals and the Head of School to contact the Communications Office before sending an email to their specific campus community.

### Schedule with the Communications Office

- Teachers or staff members who would like to communicate to an entire community or an entire campus (All of VCS, High School Parents, Junior High Parents, Elementary Parents).
- When in doubt, please contact the Communications Office to ensure your communication's effectiveness.

### Examples:

Coach to their Parents and Players	OK to Send
Development to VCVC Parents	OK to Send
Teacher to their class' students and parents	OK to Send
Advising to Sophomore Class Students re: Advising	OK to Send
Advising to High School Junior Class Students AND Parents	OK to Send

Letter from Principal/Head of School to families	OK to Send
Athletic Director to All Junior High Students AND Parents	Schedule with Communications
Important Information from Office Staff to Students AND Parents	Schedule with Communications

### **Social Media and Website**

No employee or representative should create any email account, website, or social media account for their specific program, team, or club. Employees who believe their program may benefit from one of these may apply for an account through the Office of Communications & Marketing.

This application, alongside more information on the social media community manager policy, responsibility clause, and best practices, are available at [valleychristianaz.org/marcom](http://valleychristianaz.org/marcom).

### **Physical Letters**

Any physical letters sent to an entire community (All of VCS, High School Parents, Junior High Parents, Elementary Parents) should be proofed by the Communications Office before being printed or sent. Most formal letters, regardless of the size of the receiving group, should be sent on VCS letterhead.

### **Best Practices for Email - When to Use To vs. CC vs. BCC**

#### **To**

- Use this when the person(s) receiving the email is expected to do something about the email.

#### **CC**

- Use this to keep another person informed of what is happening. This can be seen by all recipients.

#### **BCC**

- Use this to hide who is receiving the email from other recipients.
- Use when emailing multiple people to keep email addresses confidential and avoid the "Reply All" email.
- Use when emailing a Distribution List – enter your email address in the "To" field and be sure to address the specific group you are emailing in your opening (ex: Dear Junior High Teachers or VCS Faculty and Staff).

# Valley Christian Schools Style Guide

When referring to Valley Christian in print, online, or in speech, please follow these guidelines:

## Acceptable Use:

Valley Christian Schools

Valley Christian

VCS

## Unacceptable Use:

Valley

Valley Elementary

Valley Junior High

Valley High School

Valley Christian Elementary

Valley Christian Junior High

Valley Christian High School

Valley Christian Schools Elementary

Valley Christian Schools Junior High

Valley Christian Schools High School

VCHS; VCJH; VCES; VCSE; VCE; VCJ; VCH; VC

When needing to describe or use a campus, grades, or group, that should be used as descriptive text and not as part of the name.

## Examples of Acceptable Use:

The elementary at Valley Christian Schools

The junior high campus at Valley Christian Schools

Valley Christian Schools' high school campus

Valley Christian Schools' elementary students

Valley Christian's junior high student council

Valley Christian's high school families

Valley Christian's elementary campus

Valley Christian 5<sup>th</sup> grade parents

VCS high school Chorale

VCS elementary students

VCS high school athletes

Junior high families at VCS

**Or, you can use it as descriptive text without the name:**

Elementary campus

Junior high parents

High school faculty

K6 campus

JH staff

HS students

**Examples of email introductions:**

Dear VCS elementary families,

Dear junior high students,

VCS Chorale parents,

VCS elementary parents,

-or- Valley Christian's elementary parents,

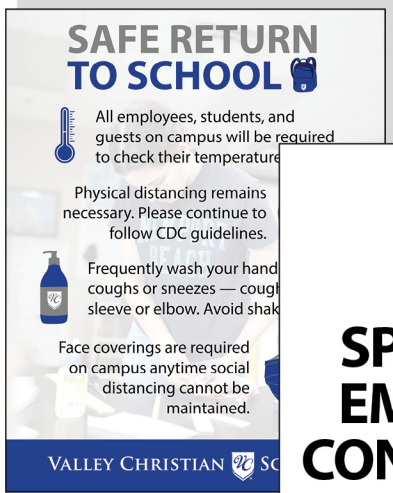
-not- Valley Christian elementary parents,

VCS families,

High school faculty and staff,

7<sup>th</sup> grade parents,





## A-FRAME INSERTS

24x36"



## LOGO & TSHIRT DESIGNS



## STICKERS & PROMOTIONAL ITEMS



TYPE	SIZE	DESIGN OR PRINT
POSTERS	* 11x17"; 13x9"; 24x36"	BOTH
FLYERS	* 8.5x11"; 5.5x8.5"	BOTH
DOCUMENTS	*	DESIGN
POSTCARDS	* 5.5x8.5"; 6x9"	BOTH
BUSINESS CARDS		BOTH
A-FRAMES + INSERTS	24x36"	BOTH
BANNERS	* up to 8' by 150'	BOTH
PROGRAMS / CATALOGS	*	BOTH
STICKERS	*	BOTH
PROMOTIONAL ITEMS	*	BOTH
LOGOS		DESIGN
TSHIRTS		BOTH

\*Custom sizes

Start your project at [valleychristianaz.org/marcom](http://valleychristianaz.org/marcom)