

## MARKETING YOUR CLASS: GUIDELINES FOR CREATING FLIERS\*

In order to maintain the integrity of the college's visual identity, and produce promotional materials with a certain level of consistency and professional quality, instructors and others who wish to create fliers promoting their classes should adhere to the following guidelines. Fliers must be approved by the program director in charge of that programming area before printing/distribution. Reference copies of all approved fliers must be provided to the Schott and Wake offices.

### ALL FLIERS SHOULD BE A SINGLE PAGE AND MUST INCLUDE:

- The SBCC logo and the Continuing Education logo (see those logos below). Do not download logos from the web; web graphics are low resolution, suitable for online viewing only. Please use the high quality logos available from your program director.
- The name of the class exactly as it appears online and in the printed schedule of classes.
- The meeting time/day.
- The location.
- Materials fees and tuition fees (if any).
- A line informing people: to register, go to [www.sbcc.edu/ce](http://www.sbcc.edu/ce)
- A short class description is optional.

### OTHER THINGS TO KEEP IN MIND

- Since 1970 our official name has been Santa Barbara City College Continuing Education Division, although the unofficial "Adult Ed" has also been used. For consistency, we began a transition a few years ago to use the official designation "SBCC Continuing Education" and we ask you use it as well, rather than Adult Ed.
- You may include other graphics in addition to the required logos, but to ensure that your flier looks professional, please make sure all graphics are high quality, suitable for print. Be careful not to distort or stretch any of the graphics you use, including our logos. (Compare how our logos look on your flier to the way they appear below.)
- If you use one of the flier templates (available from your director), you are free to change the font to suit the tone of your message, but please do not change the font for "SBCC Continuing Education Division" in the banner at the top.
- If you begin distribution of your fliers before the registration period begins, please include the date that registration begins for your class that term. Your program director can give you that date.
- Do not include logos of any other organization (unless it is an official collaboration partner) or commercial enterprise.
- Do not submit any publicity to the media without prior clearance and approval through your program director.
- Adhere to all municipal codes regarding the posting of bills (don't post on trees, etc.)

---

\* Flier templates using Microsoft Word are available for you to use. Please ask your director



## MARKETING YOUR CLASS: GUIDELINES FOR ADVERTISING ONLINE

Many instructors find advertising their classes online (craigslist, the *Independent* online, etc.) helps boost enrollments. If you already have a craigslist account, you know the basics for posting as well as the ethics and protocols of being a member of the craigslist online community. If you do not have an account and are unfamiliar with craigslist, go to: <http://santabarbara.craigslist.org> Be sure to read the craigslist factsheet, terms of use, and the help/faq/abuse/legal sections.

**TO CREATE A POSTING FOR YOUR CLASS, GO TO <http://santabarbara.craigslist.org>**

- > under the “community” category, click “classes”
- > the screen will list both “events” and “classes.” Click “classes > view all classes”
- > scroll to the top of the screen and click “post” (in the right-hand corner)
- > sign in to your account, then click “classes” under “choose a category”
- > enter class information as outlined below

### ALL ONLINE POSTINGS MUST INCLUDE:

- The name of the class exactly as it appears online and in the printed schedule of classes.
- The meeting time/day.
- The location.
- Materials fees and tuition fees (if any).
- A line informing people: to register, go to <http://www.sbcc.edu/ce>
- A short class description. (Keep it short; people tend not to read text-heavy screens, but prefer to scan for pertinent information.)

### OPTIONAL:

- The SBCC logo and the Continuing Education logo (see those logos below) can be added to your posting. To add the logos, copy and paste the html code below into the first line of your posting description:

```

```

### OTHER THINGS TO KEEP IN MIND:

- For many years our official name has been Santa Barbara City College Continuing Education Division, although the unofficial “Adult Ed” has also been used. For consistency, we have begun a transition to use the official designation “SBCC Continuing Education” and we ask you use it rather than Adult Ed.
- If you create your posting before the registration period begins, please include the date that registration begins for your class that term. Your program director can give you that date, if needed.
- You are required to adhere to all terms of use required by the online entity you use.

