HOW TO WORK WITH YOUR
# MARKETING DEPARTMENT

PLEASE NOTE: ALL MATERIALS MUST FIRST BE APPROVED BY
THE MARKETING DEPARTMENT BEFORE BEING DISTRIBUTED

START HERE

All first-time requests - for graphic design, social media, blog, photography, swag, email campaigns and newsletter - need to go through the Coastline Marketing Director (marketing@coastline.edu).

- Requests should be made 4+ weeks before deadline.
- Copy must be finalized before project begins.
- Changes to copy should NOT be expected.
- Revisions will delay your project considerably.
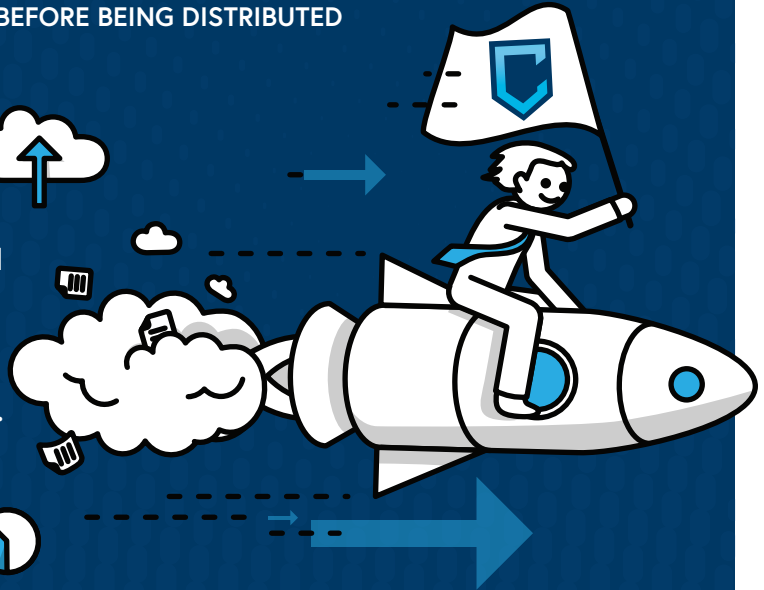
WANT TO EDIT YOUR OWN WEBPAGE(S)?

Contact the IT Applications Developer ssultana2@cccd.edu for information about Cascade training.
A quick training can have you editing your pages in 15 minutes.
Visit the Webpage Content Management page for more advanced training and tips.
*For publishing and accessibility check, expect 2-3 days.

NEED ASSISTANCE GETTING YOUR WEBPAGE UPDATED?

Contact the IT Applications Developer directly ssultana2@cccd.edu
Send change requests in email or Word doc and include name of webpage in subject line.
All PDF uploads need to be approved by the Compliance Officer azentner@coastline.edu
*For updates to a page, expect 2-4 weeks.
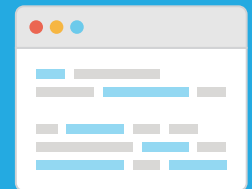
DID YOU DESIGN SOMETHING YOURSELF?

Email the asset to the Marketing Director (marketing@coastline.edu).

Marketing assets are reviewed for the following:

- Copy Editing
- Brand Compliance
- Legal Compliance
- Accessibility Compliance
- Equitable Integrity

FOLLOWING UP ON A REQUEST?

If you have been in touch with marketing staff regarding a request, contact them directly to share additional information:

Senior Graphic Designer: Luis Morales (lmorales29@coastline.edu)
IT Application Developer: Sazeda Sultana (ssultana2@cccd.edu)
Graphic Designer: Josh Waite (joshuawaite1083@gmail.com)
Social Media: Kiara Brokenbrough (kiarajdraper@gmail.com)
Email Campaigns / Newsletter: Amy Severns (aseverns1@cccd.edu)