

## Outdoor Marquees (Irvine Center Drive)

Irvine Valley College (IVC) has one set of adjacent street-facing outdoor electronic marquees on campus. These street-facing marquees are located at the main entrance to the college as you enter campus from either direction on Irvine Center Drive. The marquees are to be used for event promotion and to build branding that promotes educational, cultural and informational programs in support of IVC's mission.

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### Basic Submission Information for the Electronic Marquees:

- Please complete the Marketing and Creative Services (MCS) request form <https://services.ivc.edu/IVCMRKT/login.html>.
  - The marquee submission information form should be submitted at least two weeks before your event or post request. Marquees are scheduled to change once a week. Submissions received after close of business Monday, most likely will not appear on the marquees until the following week.
  - Message should be communicated with seven words or less. Message needs to be clear and provide context.
  - When requesting for an event, this request must be made in connection with an event that has a planned attendance of at least 50 people and open to the college community.
  - Depending on the time of year, most information will be posted approximately one week prior to the event date. Content will appear in rotation for a minimum of one week, and up to a maximum of three weeks.
  - Only one message per event will be considered.
  - Once your information is scheduled, you will receive a confirmation email that the event is scheduled to appear on the marquees. If you do not receive an email by the week prior to the event, please contact the Office of Marketing and Creative Services, or email us at [ivcmcs@ivc.edu](mailto:ivcmcs@ivc.edu) or call **949-451-5426**.
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### Additional Details

- Postings for IVC sports or performing arts events may post for two or more weeks prior to the event date.
- Each message will appear in its entirety on one screen.
- Unless a sponsor name is part of the official event title and affiliated with the college event, no business or commercial names will be used. No selling or providing of products or services will be used; no third party/external partnership promotion or logos may be used.
- Typically, phone numbers will not be included on postings. Short, easy-to-read URLs may be listed. MCS will work to create shortened URLs using <link.ivc.edu>. Short URLs work best for marketing purposes.

- Only IVC programs, departments and registered student organizations may submit requests to post information on the marquees. The marquees are not available for off-campus groups or outside advertisers.
- MCS has the ability to add images/logos to the messaging on the marquees. All images must be copyright free or property of the college and acceptable for use based on the image size and quality.

### Marquee Examples

Requestors should focus their submission on text that will fit on one slide. Headline on line one and time and location on line two.

**NAME OF EVENT**                      **Line One**

**TIME AND LOCATION**              **Line Two**

#### **Black History Month Ceremony**

7 pm - Feb. 1 PAC Lobby

#### **Kyle Dunn Book Signing**

8 pm - March 18 IVC Library

#### **8<sup>th</sup> Annual Read-a-thon**

April 12 - [ivc.edu/readathon](http://ivc.edu/readathon)

### Marquee Messaging

Messages are scheduled based on priority and marquee availability, not on a first-come, first-serve basis. MCS tries to prioritize the messages and most messages are up no longer than a week. Priority is given to messages that are:

- Related to campus safety
- College and community-wide interest announcements that will appeal to a broad audience (For example: athletics and performing arts)
- Information critical to student success (registration dates, etc.)
- Administration announcements.
- Related to a college goal or priority (i.e. Strategic planning, Guided Pathways)
- Large-scale campus events/activities open to the campus community and public

## Indoor Building Monitors

IVC building monitor messages are primarily managed by Marketing and Creative Services (MCS) or coordinated by MCS in conjunction with the primary school or program facilitating the monitor's use, such as the Library.

Irvine Valley College has indoor building monitors located in the following locations:

- Liberal Arts
- BSTIC
- Life Sciences
- DSPS office
- Assessment Center
- IDEA building at ATEP
- Library (Separate content management process)

For assistance with an interior monitor request, please complete the Marketing and Creative Services (MCS) request form <https://services.ivc.edu/IVCMRKT/login.html>

### The following guidelines are used for information placement on building monitors:

- Program, event and class scheduling information specific to the building where the monitors resides will be given priority consideration
- Important to broad audiences (Athletics and Performing Arts)
- Critical to student success (registration dates, etc.)
- Related to a college goal or priority (i.e. Strategic planning, Guided Pathways)
- Large-scale campus events/activities open to the campus community and public