



ADVERTISING 2016

Frederick Community College

ADVERTISING POLICY:

Frederick Community College ("FCC" or "the College") permits advertising by external parties to enhance revenue in support of the mission of the College. The College ascribes to a standard for advertising that upholds the integrity of a public higher education institution. The College shall approve and control all advertising by external parties. Advertising by external parties is allowed only in designated areas in the Athletics Center, on the athletic field fences and scoreboards, on the Athletics Department website, in approved publications, and for approved events. Advertising by external parties is not allowed on any other College premises. The College campus property and facilities are intended solely for use consistent with the advancement and orderly administration of its educational mission for the benefit of its students, staff, and affiliated entities.

Advertising deemed unacceptable includes, but is not limited to, obscenities, alcoholic beverages, drugs, drug paraphernalia, tobacco products, sexually deviant/explicit content, discrimination on the basis of a protected characteristic under Federal and State law, and any other advertisement which, in the discretion of the College, is inconsistent with the College educational purpose and mission. Political advertisements are not allowed.

Advertisements shall not use the College name, mascot, logo, likeness, or image in connection with any non-College organization, business or person in any manner or medium that implies that the College supports, approves, or endorses any product, service, interest, position, or ideology of that organization, business, or person.

This Policy and Procedure shall apply to all College employees, student organizations, and non-College affiliated organizations, groups, or individuals. This Policy and Procedure does not apply to posting of information on College bulletin boards or internal communications. Visit frederick.edu for the full policy.

MISSION:

With teaching and learning as our primary focus, FCC prepares an increasingly diverse student body to complete their goals of workforce preparation, transfer, career development and personal enrichment with quality, innovative lifelong learning. In traditional and alternative learning environments, we anticipate and respond to the needs of our local, regional and global communities.

VALUES:

Learning: Lifelong acquisition of knowledge and skills

Innovation: Creative thinking and approaches that enhance learning and support continuous improvement

Diversity: Visible and invisible human differences that affect the success of students, staff, and members of the community

Excellence: Upholding high academic standards by providing a quality educational environment

Community: Encouraging the engagement of all internal and external stakeholders through communication and collaboration

Integrity: Fair and ethical standards in all policies, procedures, and practices

Vision: We transform individuals and communities through learning.

FREDERICK COMMUNITY COLLEGE
Marketing Department
7932 Opossumtown Pike
Frederick, MD 21702
Main Phone: 301.624.2892
Marketing Director: [Michael Baisey](#)
[To request more information, click here.](#)



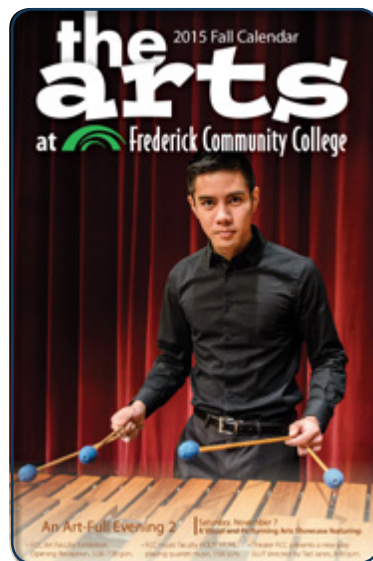
fall enrollment at FCC totaled **6,197 students**

27% FIRST GENERATION STUDENTS

33% MINORITY STUDENTS

42% STUDENTS AGES 18-21

Event Sponsorship, Event Programs, and Direct Mail



College Advertising Pricing and Terms



Advertising in College publications varies by individual event and publication.

Please [contact us](#) to discuss opportunities that meet your messaging goals.

A 15% discount is available for non-profit organizations.

