EVENTS
COMMUNITY & TECHNICAL COLLEGE

WHAT IS THE ROLE OF THE COMMUNICATIONS COORDINATOR?

- The communications coordinator advances the University of Alaska Anchorage Community and Technical College (CTC) through the coordination of recruitment and community outreach events which impact all or most college units.

Event Responsibilities

- Books exhibit space (booths/tables) and organizes staffing for events that showcase the college as a whole, e.g., Alaska State Fair, Alaska School Counselor Association Conference, Alaska College & Career Fair, etc.
- Maintains accurate, timely ordering, budgeting, cataloging, and distributing of relevant collateral and promotional products to academic and service units for use at events.

HOW DOES THE COMMUNICATIONS COORDINATOR PARTNER WITH MY UNIT?

- The communications coordinator serves in a consulting capacity to CTC units in the coordination of recruitment and community outreach events which impact the individual unit.
- The communications coordinator acts on behalf of the unit for marketing items aligned with the college’s overall marketing goals and allocated in the college’s marketing budget. Includes the following:
  - Purchasing advertising space
  - Purchasing promotional items for the unit annually in April

CTC Resources

- Web forms to request brochures and promotional products or advertising, publications, and Web support can be found at www.uaa.alaska.edu/ctc/deanoffice/admin/recruitcomm

Unit Responsibilities

- Brochures other than those for associates, bachelor's or master's degrees
- Promotional products that fall outside the scope of those allocated each April
- Staffing and fees for recruitment events specific to the unit*

*The communications coordinator may provide brochures and other promotional materials as appropriate to the event.
# Events/College Representation

| UAA | Works on behalf of CTC and its units to raise profile among campus community and beyond through collaboration with the Office of Advancement on relevant events |
| CTC | **Service Level 1**  
- Purchases and coordinates exhibit space, promotional products, and academic brochures for college. Must impact **all** or **most** college units.  
**Service Level 2**  
- The communications coordinator acts on behalf of the unit for marketing items aligned with the college’s overall marketing goals and allocated in the college’s marketing budget. Includes the following:  
  - Purchasing advertising space  
  - Purchasing promotional items for the unit annually in April |
| CTC Units | **Service Level 3**  
- The communications coordinator serves in a consulting capacity to CTC units in the coordination of recruitment and community outreach events which impact the **individual** unit  
- Unit is responsible for promotional product/collateral development. Must abide by university/college guidelines |