

## Communication Committee Report

July 2023

- A few NFLL people met with a couple people from MCC's Institutional Advancement department to talk about marketing and branding. We were trying to understand when we needed to include MCC or MCCC's logo on our printed materials. The meeting was extremely productive and we now have access to some templates, the branding guidelines, and help from the department.
- We are starting to "brand" a number of our documents so that when people see them, they think "NFLL." Members will see the branding in the annual report, class schedule, flyers, and the newsletter. The blue and red colors are the main thing people will notice.
- We have begun posting stories on MCC's internal employee website so MCC employees and retirees can see what we are doing.
- The Council approved \$500 to spend on marketing swag to give away at marketing events. We should have that ordered and here in time for our first community event on Sept. 9 (pencils and notepads).