

April 2010: Campus images and profiles needed for the new National CCAA website!

A memo from our president, Jon Boeckenstedt:

Please read and forward to your Media, Marketing, or PR staff so they can begin working on this as soon as possible.

As we get ready to launch our National Catholic College Admission Association website, we are in need of member colleges' campus images and profiles to populate it, as well as campus news updates that would be of interest to high school students and their parents. If you can assist us, we'd truly appreciate your help.

1. Campus Images:

First, for the home page, we need campus shots to rotate, with your nameplate and/or logo superimposed on it (any location for the nameplate is fine). The specs are 503w x 242h @ 72dpi. Here are two examples:



We also need other images for the site. These may have the logo on them, but it's not necessary.

Profile shots: If you can, please send a student profile picture along with a short profile of the student. Here is an example of a profile shot, at 221 x 125 @72dpi Short profiles (100 words or less) can accompany this.



And finally, other campus or group shots at: 503x183 @ 72dpi



And smaller shots, at 156 x 95.



I presume that these fall under your use rights, as it is for institutional promotion, and is a not-for-profit application, but please be sure to double check your agreement with your photographer.

In naming the images, please follow this protocol:

<state> <Institution><Aprox year taken> <Image number>

Thus, the ones from DePaul would be named;

ILDePaul2010-1

ILDePaul2009-2

ILDePaul2009-3, etc. Continued next page.

Although we don't anticipate any major problems, it's best to say that we reserve the right to select and use images based on image quality and message.

Email the images to Joyce Masek, Executive Director, at masek@nationalccaa.org

2. Campus News Updates:

We have added a News link on our new website where high school student students can find news updates from our member schools. This is a great way for these students to learn about campus happenings. Please ask your Media, Marketing or PR staff to add us to their distribution list for news and press releases. Our email address is masek@nationalccaa.org.

Please note that not all news and press releases will be posted on the site due to the large number of member schools and the volume of news pieces that are submitted. However, we will post as many of those that are relevant to prospective students as possible.

3. Your institution's profile on our "Search for a Catholic College or University" link on the site:

Please go to the "Search for a Catholic College or University" [link](#) on our website and search for your institution. Once your profile pops up, please review it and email any changes to masek@nationalccaa.org.

As we add more features to the site, we will also add more search options for these profiles.

Thank you! We are very excited about our new site, and your contributions make it even better!

Sincerely,

Jon Boeckenstedt
National CCAA President
Associate Vice President for Enrollment Management
DePaul University