Communications

The TCCS Communications department provides comprehensive services that facilitate strategic communication between departments, colleges, students, and stakeholders. Our department supports TCCS staff with program and project visioning, brand enhancement, event promotion, graphic design services, website editing, and written communication support. Contact the Communications team for guidance and to utilize services to enhance your campus initiatives today.

SERVICES

Strategic Communications
TCCS Communications works with campus stakeholders to strategically communicate news, initiatives, or upcoming events. We work to identify the audience, determine the goals and objectives, craft the key messages, develop the tactical plan and evaluate the results. These reviews often result in a communications toolkit for ease of sharing. Toolkits can include social media strategies, preplanned email campaigns, flyers with scannable QR codes, monitor ads that circulate across campus monitors, and more.

Graphic Design
With the assistance of our professional designers, Communications collaborates with clients to provide intelligent design solutions that educate and engage audiences while staying within TCC/TCCS branding. By using professional high-resolution images, thoughtfully organized brochures, and creative graphics, our Communications team can help audiences understand your programs and services through designed materials.

Web Design
Modern web design is more involved than creating an attractive website. It considers the user experience, search engine optimization, ease of use, and technical details. Communications assists with updating and organizing information on our established department web pages and intercollegiate sites.

Consortial Media Communications
TCCS Communications oversees The Claremont Colleges brand and coordinates consortial communications with the TCC identity. Media shared under the TCC domain refers to all seven institutions within The Claremont Colleges and each institution’s students, faculty, and staff.

Social Media Campaigns
We develop focused engagement and comprehensive social media plans to inform and target stakeholders. From post development to analytics, we provide the latest in social media engagement.

Contact Communications

✦ Communication Requests
communications@claremont.edu

✦ Laura Muna-Landa
Assistant Vice President for Communications & Community Relations
Laura.Muna-Landa@claremont.edu
(909) 607-3778

✦ Ariel Gachupin
Communications Coordinator
Ariel.Gachupin@claremont.edu
(909) 573-9677

Hours | Monday-Friday
8:00 a.m.- 5:00 p.m.
Website: https://services.claremont.edu/communications-web-services/

Organization Wide Communications

Ways to stay connected with TCCS news
✦ On The Same Page - Published every other Friday
✦ Highlight Report - Published Monthly
✦ Sit Down with Stig - Broadcasted monthly on Thursday at 8:30 am
✦ Clare - TCCS internal intranet
✦ Services Website - TCCS public website

Other Services
✦ Video, Photography & Audio Production
✦ Survey Engagement
✦ Special Events
✦ Monitor Advertising
✦ Staff Headshots
✦ TCCS / TCC Stationary Templates