

MARKETING POLICIES

OUR CLIENTS:

The Department of Student Life Marketing is responsible for marketing materials for the following departments and organizations. No other departments and/or organizations may use this marketing department's services.

- The Department of Student Life
- Zips Programming Network
- Fraternity and Sorority Life
- Student Union Information Center
- Civic Engagement
- All Campus Programming
- Leadership Programs
- SOuRCe
- Student Union Game Room
- All Registered Student Organizations*

**A student organization is considered fully registered through OrgSync. If the organization is not fully registered, they may not use our services. Check with Ali Doehring at aer15@uakron.edu or www.uakron.edu/orgsync to verify registration.*

MARKETING GENERAL

- Marketing projects (Print, Web, and Digital Signage) are received through the Student Life Marketing Request system found online at <http://www.uakron.edu/studentlife/marketing>
- Projects will not be accepted through any other means of submission (ex: emailing the designer directly, discussion over the phone or in person). The request form enables all projects to be logged in, organized by date, and documented for future reference.
- The Department of Student Life Marketing is not responsible for any marketing materials that may be denied advertising exposure through Residence Life or other department.
- Keep communication open and consistent throughout the design process to ensure deadlines are being met. Please respond to communications within 2 business days.
- If 30 days have passed and the client has not responded to the designer with needed information in order to move forward on the project, that project must be resubmitted, it is now considered a new request, and that project loses its original place in the queues.
- Rush Requests are considered projects submitted with less than 25 business days of the intended event date/final date.

PRINT (DEPARTMENTAL POLICY)

- Marketing request must be submitted 25+ business days ahead of the event or of the intended publishing date to ensure quality and effective marketing and adequate display time around campus.
 - First Draft: 10 business days
 - Changes: 2-5 business days for each proof after the first draft
 - Display: Display marketing for 1-2 weeks (5-10 business days) prior to the event day
 - Event Date/Final Publishing Date
- Marketing Request submitted with less than 25 business days ahead of the event are considered a **Rush Project**.
 - A member of the Leadership Team must review Rush Projects before the project can be started. (Anne Bruno, Thad Doyle, or Beth Waltrip). See Rush Project Procedure*
 - Rush Projects are only given 1 proof review to ensure the project is completed in the narrow time frame. The revised project will not be edited after the first revision.

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RUSH PROJECT PROCEDURE

- The Student Marketing Manager receives a marketing request that indicates less than a 25 business day turn around from the “Event Date”; if not an event then “Final Draft Date”
- The Student Marketing Manager forwards the Marketing Request to the appropriate member of the Leadership Team and copies the Submitter in the e-mail asking for review of the Rushed Project.

Email: Leadership Team Member
 CC: Submitter

[Leadership Team Member,]

The Marketing Department has received a request for [Title of Project]. We received the request on [Date Submitted], and the Event Date is [Event Date]. This is not within our 25-business day timeline, and it is therefore considered a **Rush Project**.

As a member of the Leadership Team, please review this request and reply back to the Student Marketing Manager and copy the submitter with either:

Approved (Proceed with request. We understand that with Approved Rush Projects, there is only a 1 proof review process to expedite the turn around time.)

Cancel (Please cancel this marketing request.)

PRINT (REGISTERED STUDENT ORGANIZATIONS)

- Marketing request must be submitted 25+ business days ahead of the event or of the intended publishing date to ensure quality and effective marketing and adequate display time around campus.
 - First Draft: 10 business days
 - Changes: 2-5 business days for each proof after the first draft
 - Display: Display marketing for 1-2 weeks (5-10 business days) prior to the event day

- Marketing Request submitted with less than 25 business days ahead of the event are considered a Rush Project.
 - Rush projects submitted by a registered student organization are reviewed by the Student Marketing Manager.

RUSH PROJECT PROCEDURE

The Student Marketing Manager reviews the request and replies back to the Student Organization:

Email: Submitter

The Marketing Department has received a request for [Title of Project]. We received the request on [Date Submitted], and the Event Date is [Event Date]. This is not within our 25-business day timeline, and it is therefore considered a **Rush Project**.

At this time we can [ACCEPT] the request because of our current project load.

At this time we unfortunately [CANNOT ACCEPT] the request because of our current project load.

If Marketing ACCEPTS projects:

Rush Projects are only given 1 proof review to ensure the project is completed in the narrow time frame. The revised project will not be edited after the first revision.

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WEB

- Marketing request for web must be submitted 25+ days ahead of the desired final publishing date to ensure quality and accurate information for the web page.
 - Large projects (redesign of entire web page, formatted large amounts of text, photo viewers) need 25+ business days to complete, while smaller projects (adding a page, editing text, adding hyperlinks) could take less time to complete.
- Not all projects will take 25+ business days to complete. This is determined on an individual project basis.

DIGITAL SIGNAGE

STUDENT LIFE

- Digital signage will be viewed at the following locations within the Student Union:
 - Information Center (SU2InfoBig)
 - Center for Service and Leadership (SU1CSL Lobby)
 - Off Campus Student Services (SU1OCSS)
 - Administration Wall (SU2AdminWall)
 - Concourse East by Starbucks (SU2ConcourseEastMapWall)

- First floor Atrium by Bookstore (SU1-Atrium)
- A space within the template will be designated for a **Digital Signage Poster Rotation**.
- The following areas may submit to the **Digital Signage Poster Rotation** section at this time:
 - The Department of Student Life
 - *At this time, the **Digital Signage Poster Rotation** is the only location used for advertising from the above listed departments. The other sections of the screen of designated for predetermined information decided by the Department of Student Life and Marketing.*
- File requests for the **Digital Signage Poster Rotation** must be placed into the appropriate folder **NO LATER THAN Friday's 9:00 a.m.** for the upcoming **Monday-Sunday rotation**.
- Online requests can be made within the Shared Folder on the H Drive: Digital Signage Submission
 - **STUN Home (H:)\Shared\Digital Signage Submission\ (Dated Submission Folder)**
- The same submission can run multiple weeks, but the file must be in **EACH** desired week's folder.
- The new week's rotation is published every Monday by 9:00 a.m. and runs for 7 consecutive days.
- The Department of Student Life reserves the right to deny publication of a submission that is not in line with the rules, policies, and guidelines within the Student Union, Student Life, The Code of Student Conduct, and/or University Rules and Regulations; or is not readable within the 1:1 ratio region on the monitors.
- The Marketing Department is responsible for the output of the posters.
- A notification email will be sent to the submitter via e-mail if the file does not align with the above policies.
- Submissions are not published to the digital signage through any other submission process other than the procedure listed within this section.

Contact The Department of Student Life Marketing for any questions or concerns on digital signage (330) 972-6259
sumarketingmgr@uakron.edu.