

STUDENT LIFE MARKETING | POLICIES

Our mission is to promote student success by providing professional graphic design services to student organizations and the department through the creation of expert marketing mediums generated with leading design software and area expertise. The Department of Student Life Marketing is committed to creating high quality pieces while maintaining excellent customer service.

Revised 2021



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
- The Jean Hower Taber Student Union Information Center
- Civic Engagement
- Campus Programs
- SOuRCe
- Roo Lounge
- All Registered Student Organizations*

*A student organization is considered fully registered through RooConnect. If the organization is not fully registered, they may not use our services. Check with William Bernard at wbernard@uakron.edu or <https://uakron.presence.io> to verify registration.

MARKETING GENERAL POLICIES:

- Marketing projects (Print, Web, and Digital Signage) are received through the Student Life Marketing Request system found online at: <https://www.uakron.edu/studentlife/resources/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, 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. (Brittany Ferguson-Mike or Thad Doyle).
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.

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 ORGS):

- 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.
 - Rush projects submitted by a registered student organization are reviewed by the Student Marketing Manager. **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.

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 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 the project:**

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.



DIGITAL SIGNAGE:

- Digital signage can be viewed at the following locations within the Jean Hower Taber Student Union:
 - o The Department of Student Life
 - o serveAkron Board (Only available to serve Akron)
 - o First floor Atrium by Bookstore
 - o First floor by the First Floor Lounge
- 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:
 - o The Department of Student Life
- 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 by one of the marketing team members.
- Digital Signage can be submitted **by request only** to the current Student Marketing Manager or current Marketing Supervisor. Run dates and signage requested for posting must be included in the request email or the signage will not be run.
- Digital Signage created by the marketing team as part of a request will be published without an extra request necessary. The team will post the signage for the specified dates in the marketing request. If these are not specified and it is possible the marketing team will run the signage for **two weeks prior** to your event.
- 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 Jean Hower Taber 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.
- Please note that the sizing for our monitors is 14 inches x 9 inches. In order for your signage to look good on our screens you must adhere to this sizing with a resolution of at least 120ppi. Acceptable files for submission include jpeg and png.
- 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.



WEB REQUESTS:

- 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. These requests can only ask for edits on pages under the Student Life and Student Union directories. All other requests must be taken to the University of Akron's Web Master.
 - o 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.