



**RUN YOUR
IN-HOUSE GROUP
LIKE A
DESIGN FIRM**

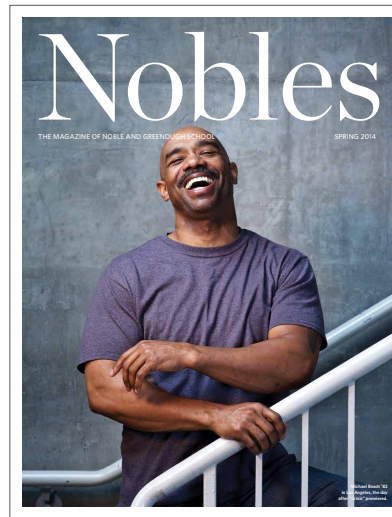
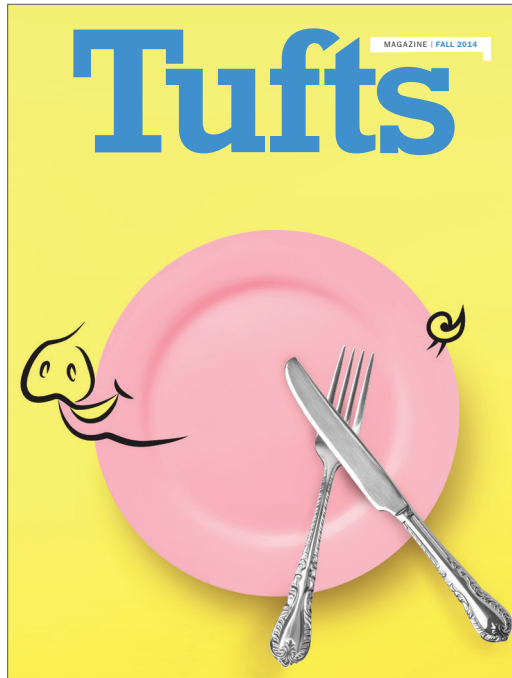
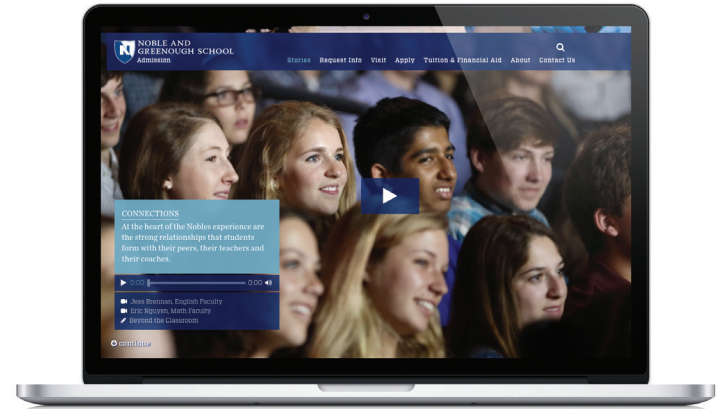


RUN YOUR IN-HOUSE GROUP LIKE A DESIGN FIRM

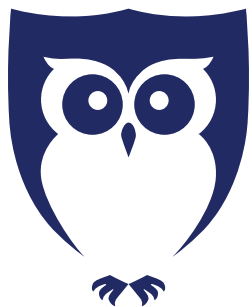
2COMMUNIQUE



CVES



Tufts
Distinction
 AWARDS
 PEOPLE MAKE A GREAT UNIVERSITY.



NOBLES DAY CAMP



**WHY THIS
TALK NOW?**

**WORLD OF HIGHER ED
INDUSTRY EVOLVING
JOBS ARE CHANGING**

IN-HOUSE WITH DESIGN FIRM APPROACH

POSITION

**ALIGN YOUR GROUP
AS A PARTNER, NOT A
SERVICE PROVIDER**

Working with Strategic Relations allows your communications to be effective, visible, connected, branded & consistent.

Be Boulder.
With US

Be branded.

We help you align with the university's strategic vision, the CU Boulder Brand, and the Be Boulder. Messaging Platform.

[Learn about the brand](#)

Be strategic.

We develop integrated communication strategies that help you resonate with your audiences in the context of the larger university.

[Check out our services](#)

Be creative.

We foster creative connections and collaborations and use our collective expertise and experience to provide effective solutions.

[View our work](#)

What Makes Us Different?

We're BU, too. We have Terrier cards, we work out at FitRec, and we battle the BU Bridge at rush hour. You're our colleagues, not our clients, so we get what you're all about. It also means we can see how your project fits into the bigger picture at BU, so you don't have to worry about crossing wires with another department or sending your campaign message at the same time as someone else. We also know who you're trying to reach. We've spent time getting to know your audience through focus groups, at University events, and from just being on campus, allowing us to guide you in choosing the messages that will excite and engage them.

And most of us have worked for the hotshot agencies in town, which means we can let you in on a professional secret—we're not just cheaper, we're better.



University Marketing

The Office of University Marketing amplifies the brand and identity of Hardin-Simmons University by providing products and services which consistently communicate the inherent value, ethical foundations, and historical legacy of our institution. The Office of University Marketing at HSU is under the leadership of Grey Hoff.

Requests for products or services should be submitted electronically via the links to the right. Some products and services may require additional fees beyond material costs. Turnaround time on requests will vary depending on project complexity, strategic alignment, and queue status.

For more information or consultation regarding your needs, please contact a member of the team.

Service Teams

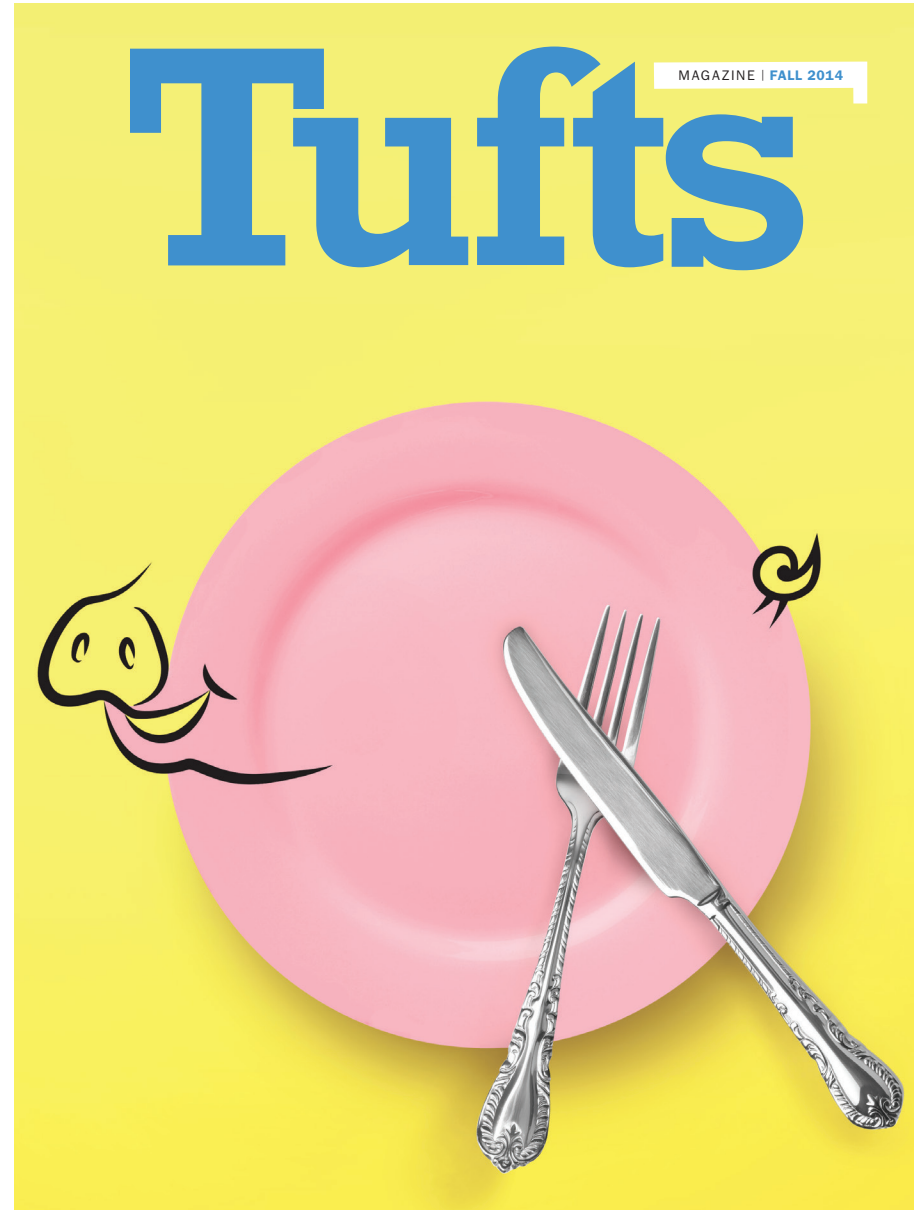
[Creative Services Team](#)[Marketing & Advertising Team](#)[News & Media Relations Team](#)[Electronic Media Team](#)

University Marketing

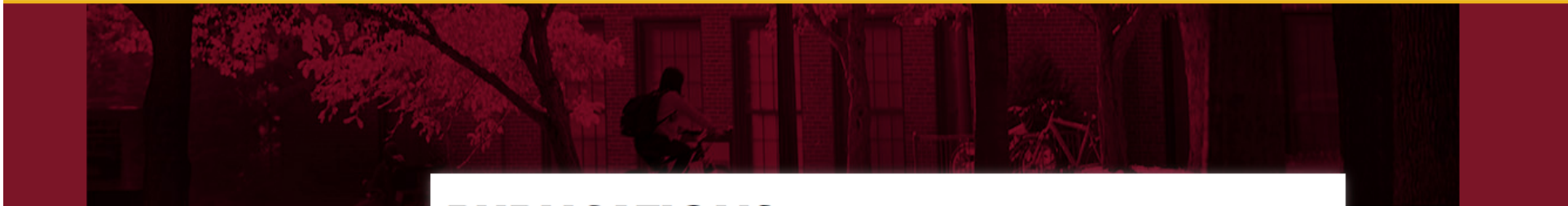
[Media Resources](#)[News & Events](#)[Publications](#)[Staff Directory](#)

Related Links

[Advertisement Request](#)[Design Request](#)[Photography Request](#)[TV Slides / HSU Central Announcement Request](#)[Webpage Update Request](#)[Video Request](#)



**CLEARLY STATE
WHAT YOU DO...**




OFFICE OF COMMUNICATIONS AND MARKETING

Publications

What We Do and How Long It Takes

Client Responsibilities



ATTEND IUP

GIVE TO IUP

PUBLICATIONS

INITIATE YOUR PROJECT

Here's how to start.

PUBLICATIONS INTAKE INTERVIEW (.DOC)

If we receive enough information from you in advance about your vision for this project, there should be no major revisions at the end of the process. *Please take the time to complete this questionnaire.*

The Publications component of the Communications and Marketing area produces most publications distributed to off-campus audiences.

WHAT WE DO

Messages to major university audiences and stakeholders are carried primarily through university- and college-level communications. To maintain and enhance IUP's image, it is important that communications vehicles reflect visual and style standards that reinforce IUP's brand identity and enhance the image of the university.

As it relates to printed communications, the publications area of the Communications and Marketing Office produces most of the printed communications distributed to these audiences and stakeholders in order to provide a consistent, clear approach to visual and editorial communications.

TYPES OF WORK WE DO

Examples of projects for which the publications area is responsible are recruitment materials, schedules of events, grant-funded program brochures, University Event collateral, postcards, mailers, viewbooks and booklets. The publications area typically does not have responsibility for personal and business correspondence, programs, invitations, training manuals, academic journals and articles or

What we do; How Long it Takes

Client Responsibilities

Our Services



Copywriting and Editing

Our expert editors provide clients with writing, editing, and content development. Whether you need an invitation or annual report, a poster or periodical, a sophisticated brochure or crisp online copy, we can help. We also provide project management and proofreading.

Design

Our talented designers work closely with our editorial staff to create sophisticated materials that enhance and promote the image of UM. Services include eye-catching layouts for every type of publication, special wordmarks, and photography art direction. Since our design team has played a pivotal role in the implementation of the University's graphic standards and branding materials, we can ensure that your project conforms to University style.

Production Management

Our production supervisor is in close and constant touch with several vendors providing printing services that we have identified as reliable, high-quality, and competitively priced. We select the most appropriate printer for your project and obtain an accurate estimate (including the variables that clients often wish to consider before selecting format and quantity).

Website Development

The Web provides many people, from prospective students to possible

- » [University Communications](#)
- » [Office of Communications and Marketing](#)
 - » [Our Services](#)
 - » [How to Work with Us](#)
 - » [Portfolio](#)
 - » [Resources](#)
 - » [Initiate a Project](#)
 - » [Frequently Asked Questions](#)
- » [Office of Media Relations](#)
- » [Advancement Website Maintenance](#)



Services

[Home](#) > [Services](#)

Strategic Relations creates the strategies, messages and tools to align CU Boulder’s communications, engage with and influence its audiences and advance its reputation and mission.

Media Relations and News Services

- Buff Bulletin/E-memo
- Campus Communications
- Comprehensive news coverage
- Crisis communications management
- Events Calendar
- Bulk email communications
- Media packaging
- Media training for faculty and leadership
- Social media coordination, training, guidelines, monitoring, and reporting
- Student mailing lists

Marketing and Creative Services

- Advertising
- Branding
- Design
- Integrated marketing strategy

[Our Process](#)

[Style Guide](#)

[A to Z Directory Corrections and Additions](#)

[Campus Communications](#)

[Events Calendar](#)

[Photography Database](#)

[Faculty & Staff Portraits](#)

[Student Mailing Lists](#)

[Home](#) > [About](#) > [Communications](#)

Communications

[SUBSCRIBE TO NEWSLETTER](#)[SUBSCRIBE TO NEWSLETTER](#)

- Admissions
- + At A Glance
- + Campuses
- + Dean's Office
- Student Organizations
- + Business Leader of the Year
- + Experiential Learning
- Communications
 - Working With Us
 - + Publications
 - + Faculty Experts
 - Social Media
 - Media Mentions
 - + Brand Identity
 - Staff
- Technology
- + Contact Us



The Office of Communications is responsible for:

- Supporting LeBow's administrative staff to achieve Drexel University's Strategic Plan.
- Managing the College's brand identity.
- Production of publications (such as [Market Street Magazine](#)), as well as web content and print collateral for all College constituencies.
- Engaging constituents through LeBow's [social media](#) accounts
- Marketing and advertising for all LeBow degree programs.
- Consulting LeBow academic and administrative departments in best-practices for communications.
- Strategic planning, employing metrics to increase awareness of the College.

**AND SHOW
WHAT YOU DO...**

Our Work

Home > Our Work



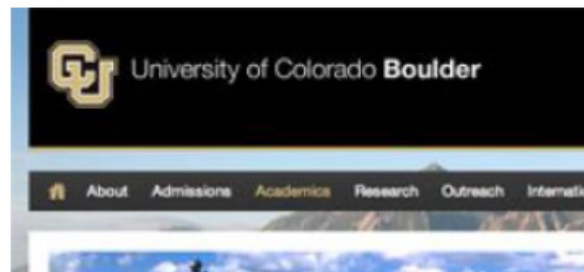
Media Relations



Campus Communications



Photography

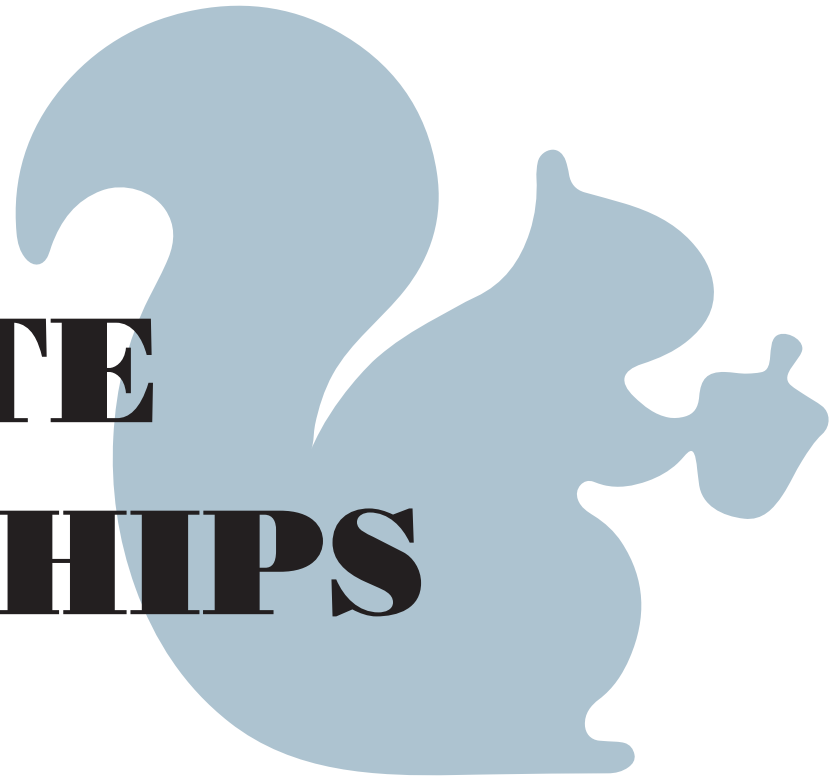


Portfolio



- » [University Communications](#)
- » [Office of Communications and Marketing](#)
- » [Our Services](#)
- » [How to Work with Us](#)
- » [Portfolio](#)
 - » [Magazines](#)
 - » [Annual Reports](#)
 - » [Brochures](#)
 - » [Invites](#)
 - » [Newsletters](#)
 - » [Folders](#)
 - » [Posters](#)
 - » [Websites](#)
 - » [Misc](#)
- » [Resources](#)
- » [Initiate a Project](#)
- » [Frequently Asked Questions](#)
- » [Office of Media Relations](#)
- » [Advancement Website Maintenance](#)

NETWORK AND CREATE PARTNERSHIPS



**MAKE YOUR TEAM
AN INTEGRAL PART
OF YOUR SCHOOLS'
SUCCESS**



MANAGE

Initiate a Project



JOB INITIATION DEADLINES

- Large brochures/mags (12+ p)** 16 weeks in advance of delivery
- Medium brochures (8-12 p)** 12 weeks in advance of delivery
- New newsletters** 10 weeks in advance of delivery
- Websites** 8 weeks in advance of completion
- Animated e-cards/e-blasts** 8 weeks in advance of delivery
- Newsletters, small brochures (up to 8 p)** 8 weeks in advance of delivery
- Email newsletters** 6 weeks in advance of delivery
- Logos, visual identity** 6 weeks in advance of delivery
- Invitations, postcards** 5 weeks in advance of delivery
- E-Blasts/e-vites** 2 weeks in advance of delivery
- Ads** 2 weeks in advance of delivery

Project Name *

Project Description

Project Purpose

Project Audience

Quantity

Copy * To be provided Writing services needed

Photography To be provided Would like to discuss

Where should the final product be delivered *

Due Date *

If Mailing, when does this need to mail out

Is this for an event? Yes No

If yes, please enter the date of the event

- » [University Communications](#)
- » [Office of Communications and Marketing](#)
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- » [Advancement Website Maintenance](#)

COMMUNICATE EFFECTIVELY WITH TEAM AND CLIENT

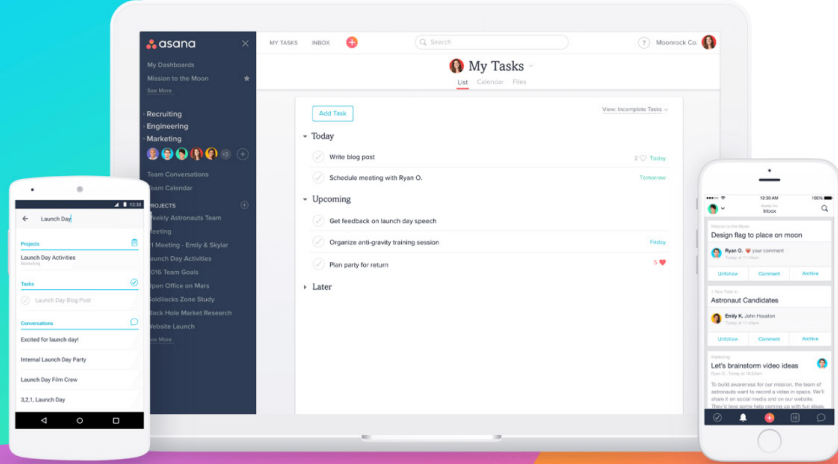


STATUS MEETINGS



DELEGATE

PROJECT MANAGEMENT SYSTEM



Wrike Search tasks

12-31_Features

SHOW Active TO: All

Expand All Collapse All

	Title	Start	Due	Durat...	Status
1	Color Collections zpp				
2	Making of a Racist App				
3	Alternate photo for opening spread				Active
4	Copy for Making of a Racist Feature				Active
5	Mass Extinction	Sep 19, 2016	Sep 19, 2016	1d	
6	Portraits for 2Communicue				Active
7	Sidebar, Callout copy to 2Communicue				Active
8	Updated copy to 2Communicue for Mass Extinction				Active
9	Rural Health	Jul 01, 2016	Jul 01, 2016	1d	
10	Alumni or Magazine story: Ephs working for Indian Health Service				Active
11	Contact Dr. Stephen Alexander Martin				Active
12	Story Ideas: Ephs Doctoring in Wtown	Jul 01, 2016	Jul 01, 2016	1d	Active

NEW TASK

AACSB16: BizEd N/D16 Invite more people Catch up

14 Discussions 27 To-dos 14 Files Events Add the first: Text document

Latest project updates

- 1:43pm J.W. posted a message: MOOC-Based MBA layout
- 1:27pm Karli P. completed a to-do: BizEd16 N/D: Business Communication chart
- 1:26pm You completed a to-do: BizEd16 N/D: Ad Close deadline

See all updates

Discussions Post a new message Watch a quick video about Discussions

- J.W. MOOC-Based MBA layout - I could use some suggestions on the layout here... not much color or graphic elements to include, but the headline 1:43pm
- Kelly M. BizEd Sketches - Cover package: Cover Three different approaches on the theme of transforming and remoulding education models: 1. Spanner 8:36am
- J.W. BizEd16 N/D: Feature/Capitalizing Location layout - Updated file attached! Sep 22 3
- J.W. BizEd16 N/D: Feature/MOOC MBA layout - Do we have sketches from the cover package? I don't see them on the server. Sep 22 2
- J.W. BizEd16 N/D: FOB layout - FOB is mostly complete, but we're missing the calendar. Here it is so far! Sep 22 1

9 more discussions

To-do lists Add a to-do list Watch a quick video about To-Do Lists

Research & Art Direction

- BizEd16 N/D: Image research complete Fri, Sep 30
- BizEd16 N/D: Dept. art assigned J Walker, Thu, Sep 29

Add a to-do

Admin

- BizEd16 N/D: Final Invoice Sam Rossi

Add a to-do

TIME TRACKING

HARVEST [Tour](#) [Pricing](#) [Customers](#) [Blog](#) [Sign In](#) [Try Harvest Free](#)

Let's get to work.
Spend less time tracking and more time doing.

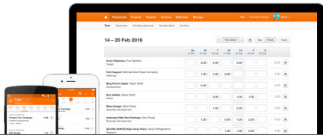
[Try Harvest Free](#) [Watch the short film](#)

Hyperakt, Harvest customers since 2007

New! See real-time project health and compare estimates vs. actuals. [Learn more](#) →

Love your job. Like your timesheets.

Whether it's from the web, your smartphone or another application, it's never been so easy to track time. With a simple, intuitive interface, getting you and your team on board is fast and easy.



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PRODUCT INFO

FunctionFox streamlines the process with all the right tools, allowing your creative company to focus on the work and stay creative.

Still using paper timesheets or Excel to track projects? Let us help.

Get your time back with the proven time and project tracking system that has helped thousands do more.

Classic

- Stay on top of projects and pro-actively prevent scope creep.
- Increase your knowledge of the business inside and out without getting buried beneath it all.
- Look back at what you have done in the past, be it two months ago or two minutes ago, in order to help move forward on a clear path.

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TRACK CREATIVE PROCESS

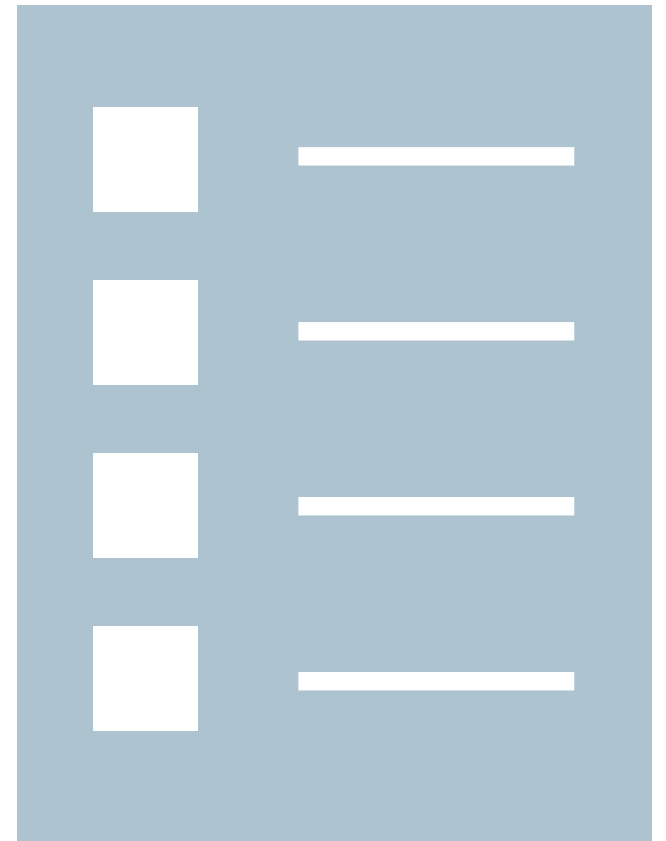
31:79

[START TRACKING](#) →

INDUSTRY STANDARDS

CREATE

CREATIVE BRIEF: GOALS, SCOPE, AND ROLES



BE INVOLVED EARLY IN PROCESS



UT journal

The Publication for The University of Tampa FALL 2018



An Open Course

Connections with Cuba
underway at UT

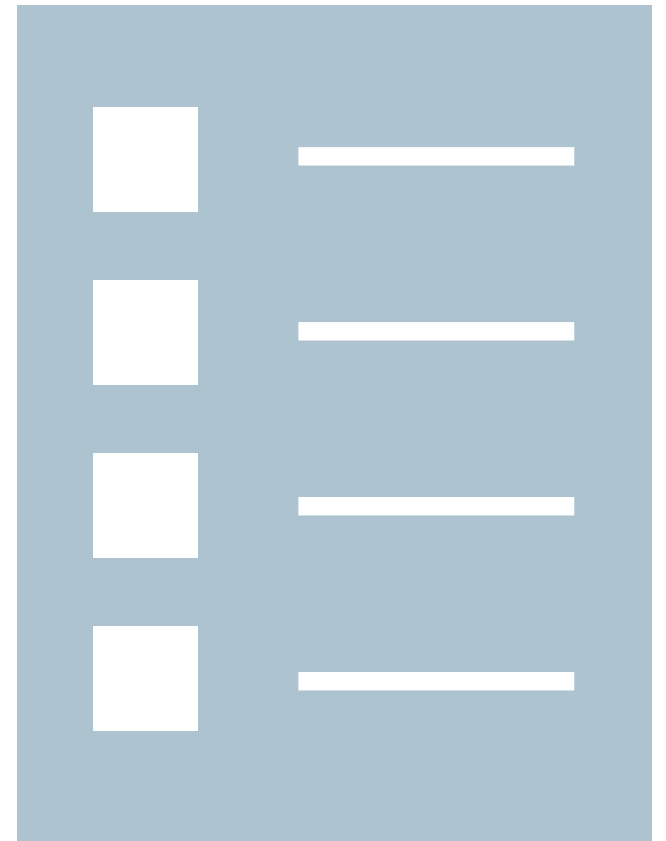
LISTEN TO AND COLLABORATE WITH CLIENTS



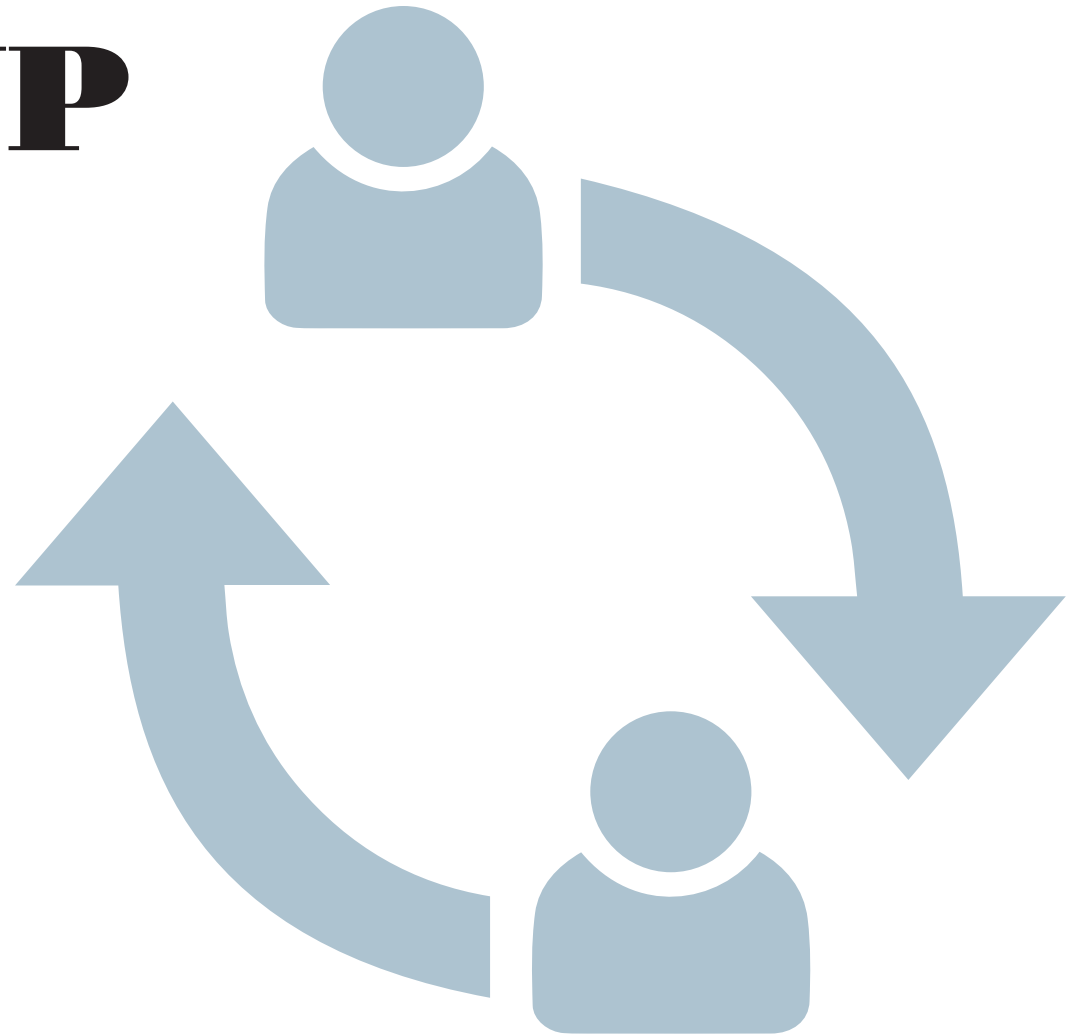
BE OPEN TO INPUT



CREATIVE BRIEF: GOALS, SCOPE, AND ROLES



FOLLOW-UP



PROMOTE

MARKET YOUR GROUP





Communications Division

HOME - COMMUNICATIONS DIVISION

The Communications Division tells the Lafayette story across multiple channels to its many audiences. With broad expertise in web, print, design, media relations, social media, photography, and video, we support the College's marketing goals and strategic objectives.

COMMUNICATIONS DIVISION

[How We Can Help](#)

[Style Guide](#)

[Media Relations](#)

publications



How many times have you seen our work today?

The professor of religion you spotted on *The Colbert Report*. The video of students overseas you showed to excited high school juniors. The *BU Today* story you forwarded to all your friends. The magazine article you mailed to your biggest prospects.

We helped make all those things happen.

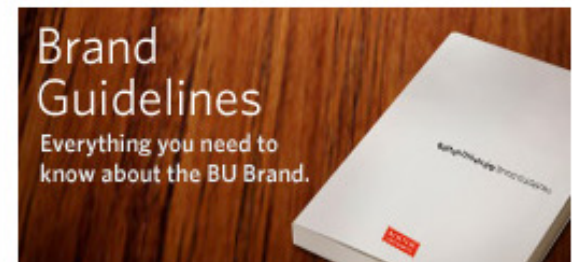
We are an award-winning, full-service marketing agency. And we're BU, too. We're here to put your people and research on [news networks](#) and [magazine covers](#), to bring your stories to life in [videos](#) and [photos](#), and to tell—or [tweet](#)—the world about our University's growing reputation in [print](#), [online](#), and [anywhere else](#) we can find an audience.

If you already know what you'd like us to do, [let's get started](#). If you want to learn more about BU Marketing & Communications and how we can help you, [read on](#).



Brand Guidelines

Everything you need to know about the BU Brand.



ENTER COMPETITIONS

How to Enter

Entering the 2016 Circle of Excellence Awards is easier than ever with our streamlined online process. Just follow these easy instructions.

**Please be aware that your internet browser may 'time out' of the entry form if you remain on the same page for long periods of time without any activity. To avoid losing your work, we highly recommend 1) typing your entry answers in a Microsoft Word document and then copying and pasting them in the online system, or 2) frequently clicking the "Save Draft" button while you are completing your online entry.*

1. Select Category

Click the [categories by discipline](#) page. Review the list of categories and choose one you wish to enter. You can enter as many categories as you like after you begin the entry process. You will find the link to the online entry process on each category page.

2. Login

Before you can begin your entry, you will be prompted to log in to the system. Please use your CASE login. If you do not have a CASE login or do not remember your login, visit the [account page](#).

3. Entry Details

The Circle of Excellence Awards recognize programs and publications at CASE member institutions. The "Entry Details" page (Step 1) will display the institution connected to your member ID. If the institution that will be recognized if your entry wins an award. If the institution listed is incorrect, click on the "go to my account" link under the institution to change the institution tied to your account. You can also provide an alternate point of contact for your entry on this page.

After you confirm your institution, you can begin completing the online entry form. Throughout the entry process, you have the ability to save your entry as a draft and return later. When you log in, you will find the draft saved under "My Award Nominations." You can also start another entry after you have saved an entry as a draft.

4. Questions/Attachments

Each category/subcategory has a different set of entry questions, which you answer on the "Entry Information" page (Step 2). In addition, you will either be required to provide attachments or will have the option of attaching supplemental documents with your entry on the "Attachments" page (Step 3). Please note that attachments can be no larger than 20 MB. ***Please be sure to save your work frequently.***

5. Mailed Materials

If a category requires entrants to send mailed materials, you will see instructions and a mailing address at the top of the "Entry Preview" page (Step 4). Print your online entry form by clicking on the "Printer Friendly View" link in the top right corner of the page and mail the form along with hard copies of any supporting materials asked for in the category description to the person listed in the mailing instructions (unless the category specifically instructs for online entry only). Please do not mail a copy of your entry to CASE unless the instructions specifically ask you to do so. You should also print out a copy of your completed online entry for your records.

Caution: Be sure to give your entries ample time to arrive at the judging locations. Packages sent by overnight couriers from international locations outside of the United States can take up to a week to arrive. The entry must be postmarked by Friday, March 18th and arrive at the judging location by Tuesday, March 22nd.

Please carefully check the instructions for each category. Entries for certain categories are completely online. There is no need to mail your entry to the judging location for online only entries.

6. Submit Final/Payment

When you are ready to submit your entry, click the "Submit Final" button at the bottom of the [Entry Preview page](#). ***Note that you will no longer be able to edit your entry once you click***

TOOT YOUR HORN



Tweets

Tweets & replies

Media



Laura J. Cole @greatsynapse · Sep 24

Last night, @ucf Pegasus magazine took home 2016 Best Magazine of the Year from @FloridaMags. So proud to work with this talented team.



7



39





— UMC Marketing Graphic Designs Win First Place

The Association of College Unions International (ACUI) Region IV awarded UMC Marketing Graphic Designer Kelly Tomlin first place in two categories in the 2014 *Steal This Idea* contest. ACUI Region IV serves student unions from Alaska, Colorado, Idaho, Montana, Oregon, Utah, Washington, Wyoming, Alberta, British Columbia and Saskatchewan. *Steal This Idea* is an annual contest for university student designers, professional designers and marketing departments to share and showcase their work for promoting student unions, programs and events.

Kelly Tomlin won first place in the four-color poster category for her design of The Connection's billiards and video game tournament poster; and first place in the campaign category for designs to promote the UMC's 60th birthday. Scroll through the images above to see the winning designs or [visit the ACUI Region IV Facebook page](#).

Designs created by Kelly and UMC student graphic designers are displayed throughout this UMC website. Browse through the site and check them out! **Congratulations Kelly!**

We'd Like to Thank

You. Our tally of awards in the past three years is nudging three figures. We've won for inventive websites, quality journalism, sparkling design, and smart campaigns, but we're modest enough to know the real reason we win more honors than most of our peers: your amazing work. The advances made every day at this world-class university make our jobs easy.

EDUCATE

WORKSHOPS AND WEBINARS



BLOGS, PODCASTS, LISTSERVS

HIRE INTERNS



STAY RELEVANT

KELLY@2COMMUNIQUE.COM