PROJECT TITLE SUBMITTED DATE DATE OF MARKETING MEETING

CONTACT PERSON PHONE NUMBER PROJECT DEADLINE

OTHERS WHO WILL BE ASKED TO REVIEW/PROOF/APPROVE THIS PROJECT PERSON WITH FINAL AUTHORITY TO SIGN OFF

BRIEFLY DESCRIBE THE OBJECTIVES OF THIS PUBLICATION

Intended Audience (check all that apply)

☐ Prospective Students ☐ Current Students ☐ Parents ☐ Alumni
☐ Donors ☐ Prospective Donors ☐ General Public ☐ Business Community
☐ Staff ☐ Faculty ☐ Other

What are the key points you want to tell your audience(s)? What are the messages?

List words that describe the overall tone

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How will you judge the effectiveness?

☐ Increase in inquiries
☐ Increase attendance
☐ Increase media coverage
☐ Other

Will this publication require new photographs to be taken?

☐ Yes ☐ No ☐ Unsure

Is the publication/project to be mailed?

☐ Yes ☐ No ☐ Unsure

(If yes, you will need to consider either envelopes or making this a self-mailer as part of the overall project and your budget.)

Have you established a budget for this publication?

(If yes, provide copy in both electronic and hard copy.)

Final cost not to exceed: $________________________

Account Number to be charged: ______________________

What is the quantity you need to have printed: __________

To give you a sense of “start to finish,” please look at this project scenario and timeline for major publications:

Fill out “University Communications Project Form.”

(For download or request from C&M)

• Contact C&M for a project review meeting.
• After the marketing meeting, copy is required. Copy can be provided by the department, or written by C&M. The extent copy is, and whether it is for a new or revised project, determines the time required. (estimate 1-2 weeks after the marketing meeting with C&M)
• Copy edits and back to department. (1-2 weeks)
• Design work begins, after copy is completed. (Estimate 1-3 weeks)
• Photography, if necessary. (Part of the design timeline)
• Edits (1-2 weeks)
• Final Proof
• Printing (2 weeks)

Project Scenario: 7-13 weeks