The Guidelines: Working with College Communications and Marketing

The Office of College Communications and Marketing (CCM) at Saint Anselm College looks forward to working with you to meet your marketing and communications needs. Before you meet with CCM staff to discuss your latest project, consider the following questions:

- Is the publication a stand-alone piece or is it part of a larger effort that involves media relations or the web?
- Who is your audience?
- What do you want your publication to accomplish?
- How does the publication support your overall communication plan and the long-term goals of your unit?
- What action(s) do you want your audience to take after reading the publication?
- What is your central message and how does it integrate Saint Anselm College's key messages?
- Will the publication include photographs and are they already taken?
- Does the publication require a business-reply card or other reply vehicle?
- Should the publication be a particular size or shape? For example, should it fit into a business envelope?
- What are your plans for distributing the publication?
- How many copies do you need?
- When do you need the finished publication?
- What is the budget for the publication?

When you have the answers to these questions, give us a call and we'll help you determine the best way to produce your project.

Staff Contacts

Your first call should be to Laura Lemire, Integrated Marketing Manager. Laura is the contact for project intake; she can be reached at 603-641-7242 or llemire@anselm.edu.

Laura will help to determine if there is a web or digital distribution component to your project, and if so, Dyan Ciccone, Assistant Director of Web Communications, will assist you with content intake and planning for those aspects (656-641-6184 or dciccone@anselm.edu), including dates for receiving content for the web, review of content and go-live dates to be included in the production schedule.

Cory True, Integrated Communications Manager, will assist with community engagement and social media aspects of projects that require these elements (656-641-6174 or ctrue@anselm.edu)

Many projects can be managed in-house by CCM, in which case we'll help refine and design your piece, determine which printer is best suited for your project and budget (includes getting quotes for various quantities), and establish a production schedule.

For some projects we may use reliable external vendors for design and production. Electronic templates are available for small projects that you may produce on your own.

Timing

An average publication takes three to six weeks to produce. Small jobs or revisions to existing publications often take less time, but new or large projects can take eight to 12 weeks. As you plan, remember also to consider the amount of time needed to mail or otherwise distribute your publication. As we develop your production schedule, we will also build in time for any web or digital initiatives that are part of it, to insure that web content promoted via to print mailing or digital distribution is approved and live prior to distribution, as well as to insure timely outreach via social media around launch events or campaign kickoffs.

Printing

CCM will select a printer based upon cost, availability and right fit. Many print vendors are better suited for some jobs than others; CCM will use its experience in working with many print vendors to select the best fit and will maximize available funds by gang-printing (printing multiple jobs at once) whenever possible. Relationships with the print vendor, from pre-press to delivery, will be managed by CCM. Campus partners working outside of the CCM staff may not serve as points of contact for the print vendors.

The following process applies to in-house publications, but also is applicable to projects you complete on your own or with external vendors.

Prepare Copy

Follow these guidelines as you ***write copy*** for your publications:

- Write to your audience. If appropriate, use informal, personal language like "you" and "we" to engage your readers.

- Include information that supports and highlights your program or service's unique strengths.

- Make it readable: Write with an active voice, using short sentences and easily understood words.

- Make it *look* readable: Use subheads and brief paragraphs to organize text into manageable, informative sections. Sometimes it helps to write the subheads first and fill in the details later.

- Tell your readers what you want them to do: fill in the response card and mail it; call for more information; visit your Web site. On direct mail pieces, a call to action is a necessity.

Submit your copy, a Microsoft Word document containing a final, fully approved draft*, to CCM according to the following specifications:

- Type one space between sentences instead of two.

- Place one hard return between paragraphs instead of two.

- Do not use indents or tabs.

- Type heads and subheads flush with the left margin on lines separate from the body copy. Do not format them with bold, italic, or underline features.

- Include all copy for the publication in a single file, in the order it should appear in the final publication.

The most important thing you can do to keep your project on schedule is to make sure your text is refined and approved by everyone who needs to review it before you send it to us for production.

CCM staff edits your manuscripts for consistency and style using *The Chicago Manual of Style* and the *Associated Press Stylebook*.

Photographs

CCM possesses the expertise to select the photos best suited for your publication. Where appropriate, the Creative Director will provide options from which campus partners may choose, accessible through our web-based photo library, Portfolio.

Should you wish to submit your own photography for a print publication, we ask that you submit high-resolution (600 dpi) color digital files of the photos. We can use color prints, black and white prints, or transparencies (slides), but these require scanning, which may require extra time.

If you need specific photos, we'll hire and schedule a freelance photographer and advise you on what photos to take. Photo shoots typically take 2-4 weeks to schedule and complete; please plan accordingly. Campus partners will be required to provide a budget prior to scheduling, and CCM will provide a cost estimate for approval prior to the photo shoot.

Proofread and Approve

For most projects, we will provide digital proofs of the final publication for your approval via our web-based project management system, Basecamp. Campus partners are responsible for proofreading and approving the proofs. Extensive changes made at this point in the process can delay the project and add to the cost. In most cases, we request that proofs are returned within 48 hours. 4 rounds of proofs are the maximum number allowed on major print projects, so please be sure to proofread carefully!

Please submit your edits to proofs via Basecamp in a Microsoft Word document. When putting together edits, please consider clarity (would you understand what you would like changed, if you read this?) in order to eliminate unnecessary or repetitive rounds of edits. You may also submit a marked up PDF or hard copy of the publication, if you feel that this will bring additional clarity, but please note that you must also provide a Word document.

Cost and Billing

CCM services – consultation, copy-editing, design, production, and arranging for printing -- are free in most cases. Campus partners pay for printing and for any custom photography or illustration, scanning, and incidental services.

Campus partners may be billed for freelance design services on projects we cannot design in-house, but we will consult with you ahead of time in such cases and provide an estimate for approval prior to project start.

Delivery

Your publications can be delivered directly to your office or to an off-campus location of your choice, such as a mailing service. Campus partners are responsible for storing publications.

Print Production Schedules

During the initial meeting with CCM, your production coordinator will assign your project a 1-week (copy provided, simple reprints, postcards, etc.), 3-week (copy provided or assigned to CCM, flyers, brochures, posters, invitations, etc.) or 6-week (copy assigned to CCM, new or large projects, sets, etc.) production timeline. Complex projects such as the Admissions Viewbook, Portraits magazine or Advancement publications such as the Honor Roll of Donors will take 8-12 weeks and should be scheduled accordingly. If there is a digital component to your project, web content and review dates will be built into the schedule accordingly.

The following outlines an approximate 1-week production schedule:

Day 1: CCM receives approved copy and artwork, creates and distributes production schedule.
Day 5: Proof No. 1 delivered to campus partner
Day 7: Proof No. 1 returned to CCM within 48 hours. If there are no edits, CCM contacts printer and secures final delivery date, provides final production schedule to campus partner.
Day 10: Proof No. 2 delivered to campus partner
Day: 12: Proof No. 2 returned to CCM within 48 hours. CCM contacts printer and secures final delivery date, provides final production schedule to campus partner.

The following outlines an approximate 3-week production schedule:

Day 1: CCM meets with campus partner to determine copy and artwork needs, creates and distributes production schedule
Day 10: CCM finalizes all copy and artwork**, provides to CCM designer
Day 19: Proof No. 1 delivered to campus partner
Day 21: Proof No. 1 returned to CCM within 48 hours. If there are no edits, CCM contacts printer and secures final delivery date, provides final production schedule to campus partner.
Day 24: Proof No. 2 delivered to campus partner
Day: 26: Proof No. 2 returned to CCM within 48 hours. CCM contacts printer and secures final delivery date, provides final production schedule to campus partner.

The following outlines an approximate 6-week production schedule:

Day 1: CCM meets with campus partner to determine copy and artwork needs, creates and distributes production schedule.
Day 19: CCM finalizes all copy and artwork**, provides to CCM designer
Day 40: Proof No. 1 delivered to campus partner
Day 42: Proof No. 1 returned to CCM within 48 hours. If there are no edits, CCM contacts printer and secures final delivery date, provides final production schedule to campus partner.
Day 45: Proof No. 2 delivered to campus partner

Day: 47: Proof No. 2 returned to CCM within 48 hours. CCM contacts printer and secures final delivery date, provides final production schedule to campus partner.

*All production schedules assume two (2) rounds of edits. Additional edits, up to four (4) rounds of edits, will alter schedule. If print publication is not approved following four (4) rounds of edit, the production schedule will be suspended.
**If copy and/or artwork are not approved, production schedule will be amended