

College Communications Procedures

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Introduction

This manual is intended to be a useful tool that fosters consistency in College publications and communications. It offers answers to common questions and solutions that pertain to St. Scholastica. It is not a “finished” document, but a set of guidelines that continually will be adapted to new situations. We welcome your questions and your suggestions for changes or additions.

College Communications

What we do

We design and place ads (for publications, radio and television), write and edit copy, design and produce college publications, write articles and news releases, publish the Times alumni magazine, and maintain the College Web site, along with many more public relations and marketing tasks.

We have communications professionals on staff who can help you create a brochure, publicize a speaker, develop a marketing plan, promote a workshop, design and market a Web site or just about any other promotional activity you have in mind.

We also have access to expert printers, specialty vendors and an outside advertising agency. Our goal is to assist you in producing quality printed and electronic materials, with an emphasis on service – both on campus with faculty, administration, staff and students and off campus with the media and external marketing and advertising services.

We strive to present an honest, positive image of St. Scholastica and its Benedictine heritage, stressing intellectual and moral preparation for responsible living and meaningful work. All college departments, organizations, programs and people can take advantage of our services at no cost if the project is college-related.

Let us help you promote your place and purpose in this fine tradition. Please take the time to look through this guide, which should answer many of your questions regarding policies and procedures for internal and external communications and advertising. If you have additional questions, please contact us.

Our goal

The College of St. Scholastica’s image should be presented in a clear, consistent and easily identifiable manner in the publications and advertising used to recruit students, raise funds, build alumni ties and communicate the College's offerings to external audiences. College Communications is in charge of projecting and preserving that image throughout its advertising and marketing strategies, publication design and production, Web site and other services.

Who we are

- Communications, marketing and media relations
 - Bob Ashenmacher, executive director of communications, marketing and public relations, x6075; e-mail rashenma@css.edu
 - Sandy Thompson, writing and production assistant, x6074; e-mail sthompso@css.edu
 - Rick Adamy, office manager, x5935; e-mail radamy@css.edu
- Publications and advertising
 - Brian Martin, manager of graphic design and advertising, x6787; e-mail bmartin@css.edu
 - Linda Carlson, advertising and publications specialist, x5988; e-mail lcarslon@css.edu
- Web planning and marketing.
 - Kara Hanson, communications specialist for Web marketing, x6467; e-mail khanson@css.edu

Publicity services

Our task is to let the rest of the world know who we are and what we do. Information brings audiences to our events, students to our classrooms and financial support to our annual fund.

We use news releases, less-formal news briefs and phone calls to publicize a wide range of St. Scholastica news, including speakers, seminars, cultural events, new programs and construction, and faculty and staff appointments and accomplishments. We also issue releases about student news such as graduation, new-student enrollment, Dean's List and other academic honors, participation in extracurricular activities and scholarships.

All news releases dealing with college matters are issued through College Communications and are printed on St. Scholastica letterhead. News releases are also available on the College's Web site. (Exception: The information director of the Athletics Department handles all sports news.)

Procedure:

The following guidelines are designed to make the information flow – from you to our office, from our office to the media, from the media to the great world.

What we do to promote a major event (special concert, theatre production, new major, championship team, renowned speaker, important grant, etc.):

- Write and distribute news releases and public service announcements.
- Solicit special media attention.
- Develop brochures, flyers, tickets, programs and posters.
- Arrange for press conferences or media interviews.
- Help spread the word around campus (Inside Times).
- Promote on the College's Web site.
- Take pictures.
- Design advertising.
- Develop marketing and advertising concepts and strategies.

What we need from you:

- Information within a minimum of 15 working days
- Date, time, cost of event
- Speaker's itinerary
- Photos, biography, title of speech, etc.

What we do to promote general news (appointments, projects, awards, campaigns, research, elections, social events, staff promotions, etc.):

- Write and distribute news releases.
- Arrange for press conferences or media interviews.
- Publish news in college publications.
- Notify professional journals.
- Promote on the College's Web site.

What we need from you:

- Information within a minimum of 15 working days
- Names of pertinent journals that may be interested

What we do to promote student news (internships, scholarships, human interest stories, exhibits, performances, awards, Dean's List, Who's Who, etc.)

- Write and distribute news releases.
- Send news releases to students' hometown papers.

What we need from you:

- Information within a minimum of 15 working days
- Name of student, class and major
- Names of parents and hometown paper

Student accomplishments are a great source of pride to families and their hometowns. The value of this kind of news is immeasurable to Admissions' efforts. Please tell us your student stories.

Dealing with the media

Procedure

If someone from the media contacts you directly and you are uncomfortable or unsure about handling an interview situation, call Bob Ashenmacher (x6075) for assistance.

If the request pertains to a matter of your expertise or responsibility, feel free to respond directly. If others within the College can best answer the questions, refer the caller to Bob Ashenmacher.

After answering a press query, please inform us. We may decide to issue a news release of our own on the topic to other media.

Tips

Some reporters may ask you to comment on a controversial topic with the promise that, if you so wish, your name will not be used. Unless you personally know the reporter and situation, it is unwise to do so.

When offering a personal opinion on a subject, make certain that the reporter understands that you are speaking for yourself, and not for your colleagues or the College.

Reporters are under no obligation to show their news source the final copy and they rarely, if ever, do so. Do not assume that you will see the story before it is published or broadcast.

Do not assume everything you say will be used. Time and space constraints keep most stories short. Try to keep your answers short and simple.

Prompt handling of press queries and an atmosphere of goodwill encourage reporters to seek us out for information and, above all else, help to provide for accurate and balanced news.

Photography services

College Communications archives a number of stock slides and negatives – from events to campus scenes for general College use and has access to professional photographers to photograph events.

Procedure

To view these images, contact our office manager, x5935. Allow five working days to process copies of prints from stock negatives.

If you have an event you would like photographed, fill out a "Photo Request" form (available in the rack outside of Tower Hall 1602A) and give it to the office manager. College Communications will schedule a freelance photographer for the occasion with the photographer's cost being the client's responsibility. Arrangements will require three to four weeks' prior notice of the event to guarantee availability.

College Communications has a limited photo budget earmarked for general interest images. Payment for reprints of these images or for photo shoots of specific events is the responsibility of the department making the request.

Printing and Publication Services

In a typical year The College of St. Scholastica publishes more than 600 different printed pieces, at a considerable investment of dollars and staff time. Some of these pieces are regular publications and others are special requests from various offices and academic divisions. Whatever their origins, we recommend that all publications meant for the outside public first go through College Communications for design, editorial, printer specification and production control purposes.

The College is able to maintain a standard of quality and appearance at the best possible cost by using a central office. Negotiations with printers are often complicated. Our experienced staff has well-established relationships with several printers – locally and statewide –helping to ensure the best results.

Good planning and sufficient time create quality publications. With foresight and early contact with us, a satisfying, quality publication will be produced.

College Communications only does projects for the various departments and academic divisions within the College. We do not do projects for organizations outside the College.

Our staff is responsible for overseeing all printing and publication needs for the College, including the following services:

Consultation in planning publications
Assistance with copy editing and writing
Assistance in obtaining photographs and artwork
Publication design
Production coordination
Printer liaison

Budgeting

All printing, off-campus art and photo services contracted by College Communications for a project, along with mailing costs, are the client's responsibility. Therefore, a project should not begin without budget approval from the client's department vice president.

Two ways to budget for publications are:

- Include a publications budget sheet in your department's annual budget package, with a description and estimated quantity of all publications requested.
- Secure budget funding for unanticipated publication needs through your department, the college budget director or other sources.

No project can begin without budget approval.

Planning and Production

Every publication involves two major steps: planning and production. Planning is the client's responsibility; production is ours. At each step, however, cooperation is important for a smooth process and a successfully printed (or electronic) piece.

Most projects take a minimum of two to three weeks from initiation to delivery of printed materials. The first step will be establishing a working schedule and an understanding of responsibilities – both yours and ours.

Planning

Please plan your publication well in advance. From the time your copy is submitted to our office to the time the completed project is returned from the printer, the typical turn-around time is two to three weeks. The actual time frame will depend on the complexity of the project's design, the printing procedure (specialty printing such as embossing will lengthen production time), and the volume of projects currently in production. In general, projects are completed on a "first come, first served" basis.

Keep in mind – before production can begin, you must determine the purpose of the publication, the intended audience, a distribution method and quantity needed. These factors are important in helping our office design and schedule an effective, economical and timely publication.

When the final manuscript is submitted to us, a design will be suggested and consultation given on paper stock and ink color. From that point College Communications will put the project into production. Keep in mind, the production phase will take two to three weeks or more depending on the size and complexity of the project.

Initiating Publications

Please fill out the following fields on the "Publications Request Form" (available outside of Tower Hall 1602A; in the faculty/staff lounges; on the R drive, ALL COLLEGE, College Publications Forms; and on the Web site www.css.edu):

Title/description of project

Department

Account number (department number and account number for billing)

Date

Issued by

Office and phone

Director's or Vice President's signature

Quantity

Submit the completed Publications Request Form to Linda Carlson. She will handle all requests and questions regarding your job.

Copy Preparation

While it is our job to ensure professional, attractive copy, it is the client's responsibility to submit clear easy-to-read copy. Submit copy for publication via e-mail to Linda Carlson (lcarlson@css.edu).

Following are guidelines for copy preparation:

- A project is not considered to be officially submitted and we cannot begin a project until we have received all materials including the signed publications request form.
- Along with copy, submit all specialty graphics such as photos and logos that we will need to complete the project.
- Do not create a “layout” of your document on your PC or in Microsoft Publisher. These layouts do not transfer to our Graphic Designer’s Macintosh computer.
- Finalize copy as much as possible **before** submitting to College Communications. Numerous copy changes and additions after the publication has been designed can considerably extend turnaround time and can increase the possibility of error.
- Do not capitalize entire text; use upper and lower case text.
- If you are updating a previously printed piece, mark changes on the piece in red ink and attach it to the publications request form.
- Check to make sure all information is accurate and timely, particularly names and terms unique to your department or field. Our staff is not responsible for any incorrect information (regarding times, dates, names, titles, etc.) in the copy we receive. We proofread for general spelling, punctuation and grammar only. The responsibility for this type of error is the client’s. If a job needs to be reprinted because of client error, reprint costs will be charged to the client. We strongly recommend that someone other than the client who can verify the information proofreads the copy before we receive it and again before it goes to print.
- A project must be approved by your department vice president (signature on publications request form) before submitting it to College Communications.

Production

The client will receive a proof of the finished project. It is important that you carefully read the entire proof and double-check for correct information and

spelling, making note of dates, times, phone numbers, etc. – as well as content, artwork, photos and function of layout. All client changes must be made clearly in red ink.

The client will return the corrected proof to College Communications with the attached "Proof Slip" – indicating by a check mark – that the job is:

OK as is – PRINT.

Corrections as noted; I do not want to see another proof. PRINT.

Corrections as noted; show me another proof.

College Communications cannot proceed with a project without a signed Proof Slip. An authorized signature (usually the client's department vice president) is required before any job is printed.

Please return the proof and signed Proof Slip, to Linda Carlson, Tower Hall 1602A.

If necessary, the proof will then undergo design and proofreading revisions. To indicate final project approval, the client will officially sign off on the Proof Slip with signature and date. The job will then be placed on a disk and sent to the printer.

Printing

College Communications will serve as liaison with the printer. After materials are delivered, the client will be in charge of their distribution and mailing.

Campus Copy Center

Many camera-ready projects can be submitted to the Campus Copy Center for duplication. When the copy is ready for printing, College Communications gives the client a clean copy of the publication project, which can be taken to the Campus Copy Center for duplication. After copies are made, we ask the client to provide one or two copies of the completed project for our files.

Editing your publications

The College strongly recommends that all printed materials – including letters, brochures, posters, postcards and advertisements – that will be sent to external audiences be forwarded to College Communications for proofreading and approval, even if they are created by an outside writer or designer.

In College Communications, your project will go through two or three proofreaders checking grammar, spelling and content. We also make sure that the use of the College logo and all references to St. Scholastica buildings, departments and offices are correct and consistent.

Allow approximately two weeks for proofreading. Include any special instructions proofreaders should follow, along with your name and phone number. For editing assistance, please refer to the Editorial Guidelines manual.

To submit printed materials for proofing, send them to the attention of Linda Carlson, Tower Hall 1602A, x5988.

Advertising services

College Communications produces advertisements, places them in targeted publications and can help you with your advertising and marketing programs. If you would like assistance with a marketing or advertising program, please contact Brian Martin (x6787). If you would like to place an ad, contact Linda Carlson (x5988). Provide at least three weeks' notice for newspapers. Magazines and other periodicals require approximately 4-6 weeks' notice.

Procedure

Before you begin, you will need to know:

- Your goal for the ad (Is it an event announcement, etc.?)
- Target audience (Include age, gender, ethnic origin, etc., if viable.)

You will need to fill out an Advertising Request Form (available outside of Tower Hall 1602A; on the R Drive, ALLCOLLEGE, College Publications forms; and on our Web site www.css.edu) including:

- Date(s) the ad will run
- Preferred publication (we can make recommendations)
- Preferred size (we can collect size and rate information within reason)
- Budget

Ad copy, including all pertinent information and graphics, should be e-mailed to Linda Carlson (lcarlson@css.edu) . If you need help writing the copy, contact Bob Ashenmacher (x6075).

Doing your own ad

All College advertising must meet certain legal criteria. Two elements must appear on all ads:

- The College of St. Scholastica logo
- Equal Opportunity Employer statement. For logo usage and EOE statement guidelines, refer to our separate Editorial Guidelines manual.

Important: College Communications handles all advertising for the entire College. Our staff analyzes ratings and trends in advertising media, establishes relationships with media sales people and, in many cases, signs long-term contracts. Under no circumstances may an individual or department place an ad in off-campus media for any College event or program in any medium without

consulting us first. Our department must edit and approve all advertisements – including self-generated ads. The only exception is personnel-related ads placed by the Human Resources department.

Other Services and Information

Calendar of events

At the beginning of each semester, St. Scholastica publishes a calendar of events and campus happenings that is widely distributed. To be included in the calendar, send all pertinent information (event title, date, time, location, cost, sponsor or contact) approximately five weeks prior to the start of the new semester to Linda Carlson, Tower Hall 1602A.

Campus maps, directory

Campus maps are available through Security (x5937). If you are creating a publication that requires a campus map, College Communications can provide a current map on disk. The Campus Directory is available in the mailroom.

Stationery

Stationery communicates The College of St. Scholastica's visual image more often, to more people, and in more ways, than any other single medium. It accompanies virtually every internal and external communications generated by the College, and is often the recipient's introduction to the visual identity elements denoting all College materials.

The institutional identity for the College must be reflected in all materials, including stationery, envelopes, business cards, mailing labels and memo pads. Because of their frequent use, visual consistency in these elements provides a basic cohesion for the College's identity program.

St. Scholastica letterhead and envelopes are available from the Faculty/Staff Supply Center (x6478). For quality and consistency purposes, the College discourages individual departments and offices from printing their own personalized stationery.

Business Cards

Business cards – preprinted with logo and address information – can be personalized and ordered through the Purchasing Department (x6738).

Fax communications

Faxes often take the place of official correspondence such as letters and memos. Therefore, it is essential that fax transmissions from The College of St. Scholastica be easily identified. Every fax should be accompanied by a cover sheet that clearly identifies who should receive the information and who sent it.

The College Communications department fax number is 218-723-6400.

Web Oriented Design and Marketing

Electronic media advertising and marketing

Electronic media is a dynamic new way to publicize and market The College of St. Scholastica. We are committed to upholding the quality and name of the College through our electronic media products.

Procedure

For assistance with electronic advertising or creating an electronic media marketing plan, schedule a meeting with Kara Hanson, x6467 khanson@css.edu.

The College's Web site College Communications maintains the overall look and content of the College's Web site. We also manage the "News and Events" site, the "Times Magazine Highlights" pages, the "Inside Times" pages and other news-related sections on St. Scholastica's Web site. Contact us if you find an error or have suggestions for a particular page.

Individual Web page assistance

If you would like to develop or redesign a Web page for your department or class but are unsure of how to begin, contact Kara Hanson, x6467, khanson@css.edu.

For technical problems with the Web site, contact the HELP Desk or Webmaster Chris Jugasek at x7007.