School of Nursing Communications and Marketing Processes

Working under the joint supervision of the Dean and the vice president for Communications, the Publicity/Marketing Coordinator will, in collaboration with these parties, plan, implement and evaluate the information and promotions activities of the School of Nursing as indicated in the Marketing and Communications Strategic Plan. **The Dean has final approval for all promotional materials.** The Publicity/Marketing Coordinator may also provide assistance for other special projects or services necessary to the School as possible. Requests for assistance are filled, depending on the recruitment and communication needs of the School, which have priority. Incumbent does not provide services otherwise covered by UITS, CETL or AIT.

- Research study ad campaigns or other study-related promotional or computer support should be budgeted for and handled by research study organizers themselves.
- Requests for videoconferencing support go to AIT.
- Requests for support regarding online degree program websites or online certificate program websites go to CETL.
- General technology requests go to UITS (Not Roston or John).
- Press releases go to John.
- Requests for full articles to be featured in UConn Today go to Kim Krieger of University Communications, with the Dean and John cc’d.

Helpful links:

University Design Services – for events, conferences and other print and digital collateral needs that support the strategic mission of the School communications.uconn.edu/university-design-services
(Please note: there are restrictions on the requests University Design Services can handle – please read guidelines on the web page before submitting work. The publicity/marketing coordinator and dean must also be notified of all requests.)

CETL equipment rental – for faculty video equipment needs for projects that support the strategic mission of the School cttl.uconn.edu/video-equipment-loans
Time may be scheduled ahead of time for complex projects, simpler requests may be addressed during open drop-in hours on Mondays and Wednesdays, 1-2 pm.

The Publicity/Marketing Coordinator

All requests for assistance are made at: nursing.uconn.edu/request

Activities that are supported per the Marketing and Communication plan include:

**WEBSITE AND SOCIAL MEDIA**

All Website maintenance and creation is under the direction of the Dean.

**Web Development Process.**

- Once a request is received, a request will be made to UITS for server space and a website template. Usually UITS approves requests that same business day (if made before noon) or the following business day (if made after noon).
- Depending on the complexity of the new website, and whether content is being migrated from an old site or added new, development may take 1-6 weeks.
- After initial development is complete, the website must be submitted to UITS and branding for approval, which takes 1-3 business days if no further changes are needed.

**Web Editing Process.**

- Changes in text and photos, as well as uploading new PDFs, will be made as soon as possible, depending on complexity.
- Changes in menus and links at a minimum, may take 1-3 business days, depending on how interconnected the menus, links and pages are to be changed, and the nature of the changes desired.
Web forms Process.

• Construction of web forms (event registration, RSVPs, contact forms, etc.) will begin as the schedule permits. Depending on form complexity, as well as where the form is to forward its information and where it is to be posted, development may at a minimum take 1-5 business days after initiation.
• Credit card payments need to be handled by Jill or her designee in the financial office – they require a separate web form.
• Output from forms is handled by Program/Dean’s Office support staff as appropriate.

Social Media Posting Process.

• Post requests for Facebook, Twitter and Instagram related to School academic programs, student and faculty awards, and volunteer efforts will be made as soon as possible after the request, in accordance with the optimum traffic posting schedule dictated by analytics (for example, a social media post request made after 2 p.m. on a week day will be held until the morning of the following business day, as our traffic and audience engagement is very low in the afternoon).
• Requests related to grant and subject recruitment activities are not provided.

YouTube Video Process.

• Large scale recruitment/promotional videos should be pre-planned about 6-8 weeks in advance, minimum, in order to allow for scripting, shooting of scenes, reshoots if need be, and other unforeseen production circumstances.
• Once the footage is shot together, depending on the length of the finished video, at least 2-3 weeks are needed for editing. This includes the captioning process, mandated by federal/University accessibility guidelines.
• For other video requests, faculty may record their own video (using their own equipment or CETL-rented equipment) or work directly with CETL.
PHOTOGRAPHY AND VIDEOGRAPHY

Photography Process.

- Small-scale photography needs (an event within Storrs Hall involving fewer than 10 people) can perhaps be accommodated same-day, but 1-week advance requests are appreciated to make sure there is no schedule conflict at the time of the photography need.
- Photo editing turnaround time is 1-3 business days, depending on number of photos taken and complexity of editing required, as well as other commitments.
- Institutional photography requests (photos of faculty in action teaching, students conducting bench research, photos of school facilities in Storrs or elsewhere) will be handled by University Communications. Work timeframe depends on the schedules of the University photographers, but requests should be made at least 4 weeks in advance during the academic year, and 2 weeks in advance during breaks.
- Event photography requests (pinning, commencement, Postcards, etc.) will be handled by external vendors (chiefly Defining Studios) if funding is available. Vendors should be booked 2-3 months in advance, with a written shot list (information of who to take photos of, and what to take photos of) provided at that time.
- If funding is not made available, event photography requests will be handled in-house. If funding is not made available for external vendors, in-house communications personnel should be notified immediately (ideally at least 1 month before the event) in order to be able to coordinate department resources and student labor for coverage. University Communications does not handle event photography.

Videography Process.

- All event videography will be handled in-house (University Communications does not handle event videography and external vendor videography is expensive). Videography needs must be communicated at least 1 month in advance in order to be able to coordinate department resources and student labor for coverage.
• Once the footage is shot together, depending on the length of the finished video, allow at least 2-3 weeks for editing. This includes the captioning process, mandated by federal/University accessibility guidelines.
• An alternative for larger events is UCSPAN, a student-run videography vendor, free of charge. They should be contacted 1-2 months in advance of the event, and the publicity/marketing coordinator should be cc’d in all correspondence.
  o Once the footage is shot, allow at least for 7-10 business days for delivery from UCSPAN. Depending on the amount of the raw video footage, allow for an additional 2-3 weeks for editing. This includes the captioning process, mandated by federal/University accessibility guidelines.

MISCELLANEOUS

Printing Process.

• On-demand materials (flyers and posters for internal Storrs Hall use) may be printed and delivered within several days, but it is best to notify at least one week ahead of time.
• Pre-designed special materials (large-format posters for events, program brochures, etc.) must be ordered at least 2 weeks ahead of time. This allows for time for printing and review at the university print shop.
• Concepts for special materials (event programs, event invitations) must be requested at least 4 weeks ahead of time. This allows for 2 weeks of design and development using the university design shop, plus the standard 2-week print shop production period.

Promotional Material for Conferences.

• Notify as soon as possible when booking conference if ad is required.
• Provide specifications for ads (dimensions in inches or picas, ppi and/or dpi resolution needed, file format needed).
• Notify what promotional materials – table, flyers, trinkets - are needed and quantity, preferably one month in advance.
• If you are planning a school related conference please plan on 2-3 months lead time for materials to be developed.

Custom Logo Design Process.
• Total design time is variable but could take 2-4 weeks. Factors include approval by the dean, as well as approval by branding, and complexity of logo design requested.

PowerPoint Editing Process.
• Minor changes in logos and photos depend on other priority projects and may take a week or longer.
• Faculty are expected to make use of templates and design their own slides.

Apparel Ordering Process.
• Allowable designs on apparel varies by whether apparel is for a student group or a staff/faculty group, whether apparel will be given away or sold, and whether apparel is for clinical or non-clinical use.
• Depending on the above, work on any custom designs, and review of custom designs by branding, can take 1-3 weeks.
• After designs have been finalized, apparel ordering time (depending on quantities and vendor) is usually 2-4 weeks.
• Logistics regarding distribution are handled by Program/Dean’s Office staff support as appropriate.

Volume Mailings.
• Requests should be made 2-4 weeks in advance.

Promotional Items.
• Regular orders of promotional items may be requested 1 week in advance by web form request. All requests for promotional items are subject to approval by the Dean.
• Promotional items are meant for distribution at meetings/events where we have a formal presence, i.e., exhibiting for the School. They are not meant to be handed out informally.
• The request should specify the type of item(s) desired, the quantity of each desired item, the date the items are needed in hand, and whether the items will be picked up in person at publicity & marketing (SH 101B) or if they need to be shipped to a specific location directly.

• Regular orders of promotional items are defined as follows:
  o Pens – 50 or fewer
  o Flash Drives – 20 or fewer
  o Mugs – 20 or fewer
  o Drawstring bags – 20 or fewer
  o Sticky notepad books – 20 or fewer
  o Stress balls – 20 or fewer

• In select instances, special orders of promotional items may be requested from publicity and marketing at least 4-6 weeks in advance, by web form request. This allows time for a custom order if publicity and marketing does not have the required amount of items on hand.

• Special orders of promotional items are amounts larger than those specified above. Also note, if promotional items need to be shipped directly to a specific location, the order qualifies as a special order regardless of item quantity, and the request must be made 4-6 weeks in advance.

• New promotional items (e.g. those not listed above) may also be requested by web form from publicity and marketing. Requests must include the specific type of item and the number of items desired, and must be made at least 4-6 weeks in advance to allow time for ethical product sourcing research, ordering and shipping. All item requests are subject to approval by the Dean. Logistics regarding distribution are handled by Program/Dean’s Office staff support as appropriate
  o Please note, our vendors look for ethically-sourced promotional items, which does add to the delivery time.