



Introduction

The purpose of this procedure is to give all requesters of the Marketing and Communications Department (MARCOM) clear guidelines and timetables when submitting requests. Although the MARCOM will do everything in its power to complete all requests by requested deadlines, we also must set parameters for requesters to provide us with an ample amount of time to complete these requests.

If a requester does not provide their requests within the time frames given below, they cannot reasonably expect their request to be completed by their deadline. Requesters must take into consideration several outside factors that could potentially impact the speed which their requests are fulfilled. These include the number of requests currently in queue, the availability of staff, and holidays.

The following will provide all requesters with these guidelines as well as strict timelines that must be met for requests to be completed on time.

Event Marketing

Events are typically planned well in advance and, as such, the MARCOM requests to be brought into the planning for these events as soon as possible. An Event is any program planned to have multiple parties in attendance. Event organizers must fill out an event form, located under Institutional Marketing on the College's Intranet, at least two (2) months prior to the event's start date. The organizer must be able to fill in the form completely and provide the MARCOM with a full list of needs. When filling in the form organizers can request flyers, handouts, tickets, registration, pre-event notifications, video and photography for the event, and more. The MARCOM will schedule a meeting with the event organizer as needed and work directly with them to set fulfillment dates for each piece requested.

If a pop-up event takes place and the above timeline cannot be met, the event organizer is required to meet directly with the Director of Marketing & Communications to discuss alternate action plans.

Lastly, the MARCOM has a number of platforms that it utilizes when assisting with requests to market events including on and off campus signage, mass email notifications, social media, the news media, and more. When packages are designed for events, the MARCOM will consider and utilize all available platforms. This requires a high level of planning on the MARCOM's side and is another reason to consider bringing the MARCOM into your event planning process as soon as possible.

General Marketing Requests

The MARCOM receives several requests daily and each request requires a certain amount of staff and time to complete. The MARCOM understands each request is extremely important to the requester and will do everything within its power to return requested materials as soon as possible or by requested deadlines. Requesters must submit a general marketing request form, located under Institutional Marketing on the College's Intranet, in order to have their request fulfilled. Requesters are asked to fill out the form completely to insure the MARCOM has adequate information to fulfill their requests.

To maintain a high level of customer service, the MARCOM will sort requests based on the following priority levels:

LOW – Any requests that do not have a set timeline or are not needed within a month.

MEDIUM – Any requests that do have a set timeline but are not needed for two (2) or more weeks.

HIGH – Any requests that have a set timeline and are needed within a week.

Each request that falls between the Low and Medium priority levels should be expected to be completed on time. Meaning, any request that is received two (2) weeks prior to the expected delivery date will be completed, unless the MARCOM has notified the requester otherwise that their request will take longer due to an external factor. This most likely will only occur in the creation of materials that take a longer span of time to produce than the requested completion date.

If a request falls within the High priority level, the requester may not receive their request on time. ***This does not mean that the request will not be completed.*** The MARCOM will determine based on the number of Low and Medium requests already in queue and the need of the High priority request, if they will be able to respond to it in time. The Director of Marketing and Communications can step in to move the requests completion date up as needed.

When a request is submitted to the MARCOM the requester will receive notification that their request has been received. The requester will receive notification when work on their request has begun and then again upon the completion of their request. If a request cannot be completed due to the time frame in which it was received, the requester does **NOT** have permission to create the materials themselves, nor can they circumvent the process and demand their request be completed.

To better understand the time requirements for specific requests, the MARCOM estimates that it takes:

- **Event marketing package** (Flyer, Social Media Posts, Advertisements, etc.) | 1 - 2 weeks
- **Brochures/Flyers** (1-5 pages) | 3-5 days
- **Booklets and Programs** (10-20 pages) | 2 weeks
- **Social media posts** (Design and scheduling) | 1-2 days
- **Digital Signage Post** (Design and scheduling) | 1-2 days
- **Presentations** | 1-2 weeks
- **Video Creation** (Scheduling of interviews, capturing content, editing) | 2 - 4 weeks
- **Marketing Campaign** (Planning, Design, Implementation) | 4 - 5 weeks

These estimated timelines are in a perfect world if no meetings, other requests, or job functions take precedence.

Website Requests

The MARCOM is responsible for the maintenance and upkeep of the FDTC Website and, as such, has requirements for submitting requests in this area. Requesters must complete a website request form, located under Institutional Marketing on the College's Intranet page, in order to have their request fulfilled. Requests for updates to content should take no more than 24 hours to complete. However, if a requester is asking for major changes (layout or functionality) to the site, a timeline and budget may need to be discussed.

Any major changes to the website will need to be requested directly to the Director of Marketing and Communications and brought in front of the FDTC Website Committee for discussion.