

Marketing and Communications Project Request Form

Date: _____ mm/dd/yy

Complete this form and e-mail a copy to your marketing coordinator to initiate a project.

Contact info:

Name: _____

Department/program: _____

Phone number: _____

Project details:

Requested completion date: _____

Rate the priority of your project: Must have Maybe have Nice to have

Add a brief description of the project:

What is the main objective of the project?

How does the project support the college and align with institutional or departmental goals?

Who are you trying to reach with your message?

Current students

Prospective students

Staff

Other: _____

Donors

Alumni

Parents

Industry partners

Budget:

What is your budget? _____

What is the budget code you will be using? _____

Who is the budget approver in Datatel? _____

Deliverables requested:

Here is a list of commonly used marketing mediums to get you message out. We will work with you to determine what suits your project best. Please indicate which mediums you anticipate needing.

Print (Printing is facilitated exclusively through Grenville Print Center.)

- Save the date (print or electronic)
- Invitation (print or electronic)
- Postcard
- Booklet
- Sign/banner
- Flyer/brochure
- Poster
- Program

Writing

- Talking points/script
- Media release/media invite
- Editing/proofreading
- All staff email
- All student email
- Newsletter
- Connections notice

Advertising

- Print ad
- Online ad
- Radio spot
- TV commercial
- Outdoor advertising

Online

- Six pack link on homepage
- Webpage creation
- Webpage updates
- Social media posts

Other

- Video
- Photography
- Scenic Drive sign
- Promotional items
- Indoor screens

Other: _____

- Help! I don't know what I need:
- Business cards, certificates, thank you cards and more can be purchased directly from Grenville Print Center.
- College-branded promotional items can be purchased from Marketing and Communications. \$20 worth of items are available for free.

Comments/questions:

Service agreement:

Please ensure that your manager, chair or dean is aware of the project and that you have a budget code for the start of the project. Projects are taken on a first-come, first-served basis and a project application form must be filled out for a project to be entered into the queue. Clients will receive a maximum of two proofs to make changes on. Projects must adhere to deadlines provided by Marketing and Communications. If content, feedback or approval comes late, the delivery of the project may be pushed back. If a project remains dormant (that is, if the client does not respond to three attempts for content, proof approval or feedback), notices will be sent and the project will be cancelled. Marketing and Communications reserves the right to make reasonable changes to the artwork to ensure optimal printing quality.

Name: _____ Date: _____ mm/dd/yy

By typing your name above, you are indicating that you have read and agree to the terms of the service agreement.