

WHAT PROJECTS SHOULD INVOLVE THE COMMUNICATIONS TEAM?

Anything that will reach an external audience.

This includes our current students – the hallways of our campus are prime areas for prospective students and their parents to form an opinion of the College.

Posters advertising campus events

Newsletters to students posted in the hallways

The College's external website, tompkincortland.edu, and portions of myTC3

Publications promoting any official College activity: speakers, films, trips, events, etc.

In general, if you work with us to design event materials, we will circulate on proper web and social media channels.

Anything that would involve staff utilizing graphic design software (Publisher, expanded Word capabilities) should be handled by the communications team.

And, when in doubt, ask us.

WHAT PROJECTS DO NOT NEED TO INVOLVE THE COMMUNICATIONS TEAM?

Intra-office communications not involving students

PowerPoint (unless there is a significant potential external audience)

Student clubs

USING THE LOGO

If you do not need the communications office for a project, but still require use of the College logo, please refer to the **Logo Style Guide** for guidelines.

THE PUBLICATIONS PROCESS

The communications office handles communications for the entire campus and works to meet the needs and deadlines for the entire campus.

For new or larger projects, please plan ahead at least six weeks (this allows for two weeks for off-campus printing, at least a week for draft exchange, and editing/production time).

Updates can often be completed in a shorter timeframe, but even smaller jobs that require off-campus printing will require those two extra weeks.

And please keep in mind that requests for immediate turnaround can affect ongoing planned projects and may not be possible.

Following this process should help to mitigate timing issues.

NEW PROJECT REQUESTS AND UPDATES TO EXISTING PROJECTS

In general, these are the steps for publications/communications work

1. Contact the Marketing Project Manager to request your project or update, determine if a meeting with the Director of Communications and/or Graphic Designer is necessary, and establish a timeline. A single contact from the requesting office will also be established.
2. If necessary, meet with appropriate communications staff.
3. If necessary, text is provided to the Director of Communications for editing prior to design and layout.
4. For updates, text may be provided to Assistant for changes to document.
5. Design is completed and a draft is provided to project contact for review.
6. A draft is returned to the communications team for final editing and printing.