

Telling our stories:
**Guidelines to working with
Marketing & Communications**



WHO WE ARE

Mission:

As guardians of the Student Affairs brand, we will serve our students and the Division by advancing the mission through exceptional and consistent messaging and storytelling. We strive to create clear, engaging channels of communication, celebrate the student experience and provide exemplary customer service. We will do this with excellence and with industry-leading standards and practices.

Vision:

To be one of the most renowned communicators of Student Affairs in the southeast.

Core Values:

Excellence: Providing marketing and communication services with the highest quality and integrity

Innovation: Utilizing cutting-edge technology and creativity to tell the Division's story

Customer Service: Putting our customers' needs and satisfaction at the forefront of what we do

Student-centeredness: Telling stories that celebrate, educate and motivate our students

Objectives:

Objective 1: To make current and prospective students aware of the transformative value of engaging in Student Affairs programs, events and initiatives through measured storytelling that results in increased participation from 2018-2020.

Objective 2: To highlight quantitative data and anecdotal stories that show the educational and developmental value of the programs, events and initiatives within the Division of Student Affairs and its collaborations with UAB faculty and staff.

Objective 3: To educate, highlight and help Division staff articulate a knowledge of the work Student Affairs does to create student transformation, develop industry best practices and celebrate the "excellent" work of its professionals.

Our Services

- Marketing & communications strategy
- Writing/editing
- Graphic design
- Photography
- Website editing
- Coordination of printing and production services

Our Staff

Marie Sutton, Director, masutton@uab.edu

Responsible for providing leadership and strategy for the Department of Marketing & Communications, managing the brand of the Division of Student Affairs as well as supporting the efforts of the Vice President, Assistant Vice Presidents and Professional Development Committee

Bryna Reid, Assistant Director, bryna@uab.edu

Responsible for assisting with department leadership and strategy as well as supporting the efforts of the Student Experience and Student Services areas and managing the Web Content Coordinator

Malcolm Lunceford, Marketing Specialist, mklunce@uab.edu

Responsible for supporting the efforts of Student Development, serving as the liaison for technical support as well as managing the team of student interns

Alana Baldwin, Graphic Designer, ambaldwin@uab.edu

Responsible for supporting the Divisional graphic design efforts and the managing the design intern

Allison Underwood, Web Content Coordinator, auwood@uab.edu

Responsible for managing the Division websites and social media platforms

Our Purpose

Who is the Division of Student Affairs: We are advocates, teachers and mentors who lead the way in doing what is right for students.

Who is the Department of Marketing & Communications: We are experts in telling stories and creating messaging that will educate, inspire and empower our audiences.

Who we are not

- "A Flyer Shop" (Flyers are one of many tools to communicate a message. It is not the sole way to best promote an event. Allow us to use our arsenal of others.)
- "Magicians" (We cannot create optimal deliverables with minimal, missing or last-minute information.)
- "Collectors" (We cannot devote our time to chasing after staff for information.)
- "The enemy" (We are on the same team as everyone within the Division and have the same mission.)

Who is our audience

- Our audiences are UAB students, their family, faculty and staff as well as the Division of Student Affairs.

What we do and why does it matter

- We use innovation and technology to tell the story of how the Division of Student Affairs and its departments create transformational experiences for our students.

What is the Marketing Department's call to action

- Our call to action is create messages that will educate, inspire and empower our student audiences to engage with the services of the Division of Student Affairs. Our call to action is also to educate, inspire and empower faculty, staff and community partners on how they can collaborate with our Division and department to support our mission.

What do we want our audiences to do

- We want our audiences to engage, partner and support the efforts of the Division of Student Affairs.



Guidelines for working with our office

Marketing Request Forms: Our Marketing Request Form allows the marketer to gather full information so that a strategic communication campaign can be created. It gives context, purpose and direction. All departments must submit their requests through this online system and do so at least six weeks in advance of their event, program or initiative launch.

(Note: For those who submit their request months ahead, this will give the department more time for strategy, however, the department will still get their materials based on a six-week plan unless there is a different agreement between the department and the marketer. Those who submit their requests less than the six-week timeframe will be directed to other resources.)

Once the marketing request form is submitted, here are the touch points department liaisons can expect from our office:

- * **Day 1-2:** After the form is submitted, you will receive an acknowledgment from your marketer within 1-2 days
- * **2-5 Days:** Within 2-5 days, the department's liaison will be contacted regarding any outstanding questions.
- * **7 Days:** Within a week, a project timeline will be presented to the department liaison as well as an agreed upon outcome.
- * **Milestones:** After each milestone, the department liaison will be notified via email.
- * **Post-event:** After each campaign, a satisfaction survey will be sent to the department liaison and a post-event debriefing meeting will be scheduled.

Strategy: Our staff is trained in best practices of Marketing & Communications. You and your staff are the content experts in the needs of your specific student audiences. Together, with proper time and complete information, we can work to create strategies that give your events, programs and initiatives optimal exposure.

Design: All departments should utilize the marketing department for all graphic design needs for materials that will be distributed outside of their department. For requests that come in less than six weeks out, departments must use the Canva resource, a design software that is pre-loaded with approved templates. Once the Canva document is created, those items must be sent to and approved by the Marketing Department before distribution. After that, we need at least 72 hours for review and approval/feedback.

- * **Edits:** Three rounds of design/copy edits for every printed piece is allowed. All event, program, initiative, etc. details must be final before submitting edits to the designer. This will allow for timely delivery of the final product.
- * **Logos:** Marketing & Communications will provide advisement on the feasibility of creating any new logos for events, programs and initiatives. Logos must have an expressed purpose and a long shelf life.

(Note: The internal logos that were created at the start of the Division can no longer be used on materials that go out to external audiences. In the event the internal logo is used for something that will be shared externally, it must be accompanied by an official UAB department logo and be approved by Marketing & Communications.

Content creation/management: All content that will be printed and distributed to external audiences must be generated and/or approved through the marketing office. All copy submitted to our office will be edited for AP style, marketability and conciseness.

Accommodations: The Disability Support Services accommodations statement must be on all marketing materials that are soliciting attendance to external audiences.

Engagement: We strive to provide exemplary customer service. You can expect regular and timely communication with our office and thorough explanations to any questions or concerns you may have.

- * As we work to strengthen our system and processes, a satisfaction survey will be distributed to department liaisons after each strategic campaign. Your feedback is critical. It is requested that the survey is returned to our office within 7 business days.
- * All departments should have a professional staff member as the liaison with the Marketing Department. Students cannot serve as the sole liaison for a project.

Marketing interns: Any interns or students that serve in a marketing capacity for a department (and not student organizations) should be requested and facilitated through the marketing department.

Division staff onboarding: When a new staff member joins the Division, their direct supervisor should make the marketing department aware via an email or the completion of an online New Staff Info web form. Our office will create an announcement, help them to schedule a headshot and add them to the distribution list for the newsletter and the 411.

Registered Student Organizations: Our office does not provide marketing and communications services to RSOs. We do, however, support those student organizations that are funded by Student Affairs departments. In those cases, the departments must express in writing which organizations those are, and there must be a professional staff serving as the liaison with our department.

- * Our office is happy to present to various student groups/RSOs on the best practices of marketing and communication. These can be scheduled through your liaison.

Social media: Social media platforms for Student Affairs departments are jointly owned by the department and Marketing and Communications. The creation of any new departmental social media platforms/mediums should be facilitated with the marketing office. Our Web Content Coordinator is available to support departments with their campaigns as well as provide guidance to staff or students in that regard.

Collateral materials: All newsletters and publications that are distributed to student, staff, faculty and/or community partners must be facilitated through the marketing office.

Digital signage: Digital signs that represent the division or divisional departments should be created in the marketing office. Any business or autonomous UAB organization that is not within the Division of Student Affairs cannot promote ticketed events without the expressed permission from the marketing department as we are assessing the potential of creating a paid advertising model.

Decorations/signage, etc.: All permanent signs and branding décor on Student Affairs buildings and facilities should be facilitated by our office.

Video and photo production:

- * **Photography:** We offer photography services at programs and events if this is requested at least two weeks in advance. We reserve the right to deny a request if there are staff limitations. If no marketing

staffer is available to document an event, the department camera can be checked out upon a brief tutorial for the user and at least two weeks' notice.

* **Video production:** Because of staff limitations, our office cannot offer full-service video production at this time. We will review requests for video on a case by case basis.

Website management: Our office manages the editing of all Division websites. It is the responsibility of each department to make sure that the information on their site is accurate and up-to-date. Web edits must be requested through our Web Edit Request Form. Requests via email are not considered official and the requester will be redirected to the form.

Website Content Liaison: Per senior leadership, each department must have a designated website liaison to serve as the person who will monitor their website for current materials, etc. That person must be made known to the Web Content Coordinator via email.

Printing and promotional materials: All swag should be facilitated through the marketing office. The marketing staff will collaborate with the department to secure a vendor and make sure all items meet with brand approval.

* Each department is responsible for communicating their specific nuances regarding their departmental accounts and how it affects the paying of vendors.

Concerns: We value and follow the chain of command set up within the Division of Student Affairs. If there are concerns about your services, please first contact your liaison. If there is still no resolution, you can reach out to the marketing director.

Infractions: It is the desire of senior leadership that all messaging to our students, faculty, staff and community partners meet a standard of excellence and keep within the Division brand. Those who do not use Marketing & Communications for messaging to our audiences are going against the expressed mandate of leadership. Upon the first time a department is found going outside of marketing for graphic design, content creation and marketing materials without expressed permission, they will receive a notice of warning and those materials will not be promoted via the official marketing and communications channels. Upon the third time Marketing & Communications is bypassed, a notice will be given to the department's director and, if needed, Assistant Vice President.

DEFINITIONS OF SERVICES:

Branding: A concerted effort to use materials and messaging to support your identity (logos, trademarks, points of pride, etc.)

News/Storytelling: Content that promotes, recaps and/or celebrates your events, programs, initiatives, etc.

Strategic Marketing/Public Relations Campaign: A comprehensive, data-based action plan to market your event, program and/or initiative.

Web maintenance: The management of your website.

UAB STUDENT
AFFAIRS

The University of Alabama at Birmingham