Faith
Community
Knowledge
Innovation
Service

A Guide to:
University Communication & Marketing

University Communication and Marketing Office (UCM) helps you break through.

You know your story; we'll help you navigate the many steps involved in telling your best story to the right audience.

In addition to our role in building Lipscomb's external brand to our various communities, University Communication and Marketing (UCM) assists in all areas of campus communication activity whether you are promoting an event; positioning a department, school or college; or developing marketing strategies for your area.

Multimedia capability.

University Communication and Marketing stands ready to assist you in the following areas:

- Public relations/media relations
- Advertising planning and production
- Print production including brochures, flyers, invitations, newsletters and magazines
- Copywriting
- Graphic design
- Printing
- Direct mail and mailing production
- Advertising specialties such as mugs, T-shirts, pins and decals
- Magazines and newsletters
- Signage including banners
- Photography, both original photography (head shots, event shots, etc.) and purchased stock photography
- Web communication including web maintenance assistance and content development
- Video and broadcast production

If you do not see your specific communication need here, give us a call. Chances are if we can't do it in the department, we have a stable of vendors we can put to work for you.

Help with the "bigger picture" as well.

In addition to helping you get marketing communication produced that you already know you need, the department can help with the strategic thinking and tactical planning you need to ensure reaching your goals cost effectively. In fact, a planning session or meeting may be the first step you take as you work with us and, together, we give your goals and objectives wings.

How we work together.

UCM can come alongside in several ways:

Through an initial meeting. If you have a new project or set of goals and need a strategy, tactical direction, a comprehensive communication plan, some face-to-face backgrounding or just a little brainstorming time, send a calendar request via Google mail. Our calendars are public and kept up-to-date to make this a fairly quick and easy process.

With specific jobs. If you need a brochure or similar single-item project, just go to **my.lipscomb.edu** and click on "UCM job request form" in the UCM section. Complete that form by entering your job information in as much detail as possible. It connects you with our online Basecamp project management software that helps track jobs and monitor deadlines. **Important:** due to the large volume of work passing through the department, no job request is considered officially in the department until this form is completed. We will take your job and schedule it for you, keep you updated and include you at the appropriate points in the process.

With photo requests. Contact our campus photographer directly if you need photos for any reason. This can be headshots, events coverage and other needs. We do ask that you tell us at the time of request how you will use the photo so we can get the right shot for you and your intended use.

With video requests. Contact our campus videographer directly if you need videos for any reason for such things as web pages. Please note this service is for marketing purposes only; videos for classes and class projects go through ETS.

For website assistance. UCM electronic marketing staff can help you manage your site as well as assist in suggesting and adding new content. The Lipscomb website has a content management system (CMS) that allows each page owner to monitor his or her own site. UCM can train you on that and/or assist you in making any changes. Important: All university entities must use Lipscomb's website and CMS. Websites created off the CMS representing Lipscomb entities will be shut down.

Guidelines for internal review.

Just as an individual's name is a valuable asset that takes on meaning in terms of reputation, personality and identity, so does the university's name. As someone who is speaking on behalf of Lipscomb through advertising, brochures and other communication materials, it is your responsibility to use our "brand identity assets," that is, our name and logo, in an appropriate manner.

Also, because we are not an organization with large marketing communication budgets and multiple opportunities to get our name "out there," consistency in the use of our name, our "marks" and logo is imperative if we want to get maximum value from our marketing dollars and our brand identity.

Toward that end, the university has developed a set of standards so that all parties using our name and brand identity assets do so in essentially the same way. Ours is a fairly simple set of standards that you will find in our **Brand Identity Guide and Stylebook**. The document is available at news.lipscomb.edu /resources. It is your responsibility to make sure any use of the Lipscomb logo is compliant with these rules. This is not optional.

If you are unsure about our graphic standards, contact UCM.

Using outside resources.

Most design work for the university typically is done by UCM, since our professional services are offered at no cost. However, there are times when outside resources may be used. This can happen for many good reasons, and, in fact, if workload is more than present staff can handle when your job comes in, we will give you the option of extending your deadline or letting us outsource it for you. In such a case, we will work with you to choose from a preferred list of vendors who know Lipscomb and its mission and who can help best achieve the goals for your project.

Even with the use of outside vendors, UCM is responsible for the image of the university, and projects must be reviewed by the department prior to production. It is part of the department's university assignment to monitor all communication done on behalf of the university for graphic standards compliance, quality and legal compliance issues. Failure to have a project reviewed prior to production could result in the redo of a completed piece with corrections made, at your cost.

Sample production timelines.

Once you have completed and sent the job request form, we will deadline your job incorporating several key milestones—or intermediate deadlines—via email. These will be based on your requested deadline. In requesting a delivery date, "ASAP" is not a deadline. Even if the deadline is a short one, we need to know.

Finally, work will not begin on a job until we receive the job request form and the necessary details. Beginning work without all the necessary information is like starting house construction without measurements. You might luck out and get it right, but most likely, you're going to have to redo the work and waste time.

For planning purposes, here is a chart with typical timelines for various project types. Please note that copy/content must be approved before proceeding to design. This is important to maintain deadlines as well as to get the best design quality.

These time estimates include some flex time for the "wait" reality, that is, we won't be able to get to it the minute it comes in, and you won't be able to approve it the minute we send it to you! Obviously, these can be adjusted up or down depending on the specifics of a particular job.

Brochure	6-8 weeks
Research and write copy	2 weeks
Copy approval/revisions	1 week
Graphic design	2 weeks
Design approval/changes/final proofing	1 week
Printing and mailing	2 weeks

Ads	3-4 weeks
Research and write copy	1 week
Media planning and payment, if needed	1 week
Copy approval/revisions/final proofreading	4 business days
Graphic design	1 week
Design approval/changes	3 business days

Web page	8-10 weeks
Site plan/research/write copy	2 weeks (variable depending on content)
Approval/revisions	4 business days
Graphic design	2 weeks
Design approval/changes	3 business days
Coding/development/implementation	3 weeks

Invitations/flyers/tent cards/ student posters/postcards	2-3 weeks
Research and write copy	3 business days
Copy approval/revisions	3 business days
Graphic design	2 business days
Design approval/changes/final proofreading	3 business days
Printing and mailing	4 business days

E-mail templates	2 weeks
Research and write copy	3 business days
Copy approval/revisions	3 business days
Graphic design	2 business days
Coding and implementation (done by Emma)	3 business days

Contacts

For questions about anything contained in this brand book, or for help obtaining photography and logo artwork, contact the University Communication and Marketing department.

University Communication and Marketing
615.966.6196

Deby Samuels
Vice President, UCM
deby.samuels@lipscomb.edu
x 7133

Kimberly Chaudoin
Assistant Vice President, UCM
kim.chaudoin@lipscomb.edu
x 6494

Kyle Gregory
Manager Digital Marketing
kyle.gregory@lipscomb.edu
x 6495

Kristi A. Jones
University Photographer
kristi.jones@lipscomb.edu
x 6492

Stacey Lusk
Administrative Assistant
stacey.lusk@lipscomb.edu
x 6196

Lauren Mabry
Senior Graphic Designer
lauren.mabry@lipscomb.edu
x 6496

Will Mason
Manager Design Services
will.mason@lipscomb.edu
x 6493

Josh Shaw
Marketing Videography Manager
josh.shaw@lipscomb.edu
x 6490

Janel Shoun-Smith
Media Relations Manager
janel.shoun@lipscomb.edu
x 7078

Jeff Siptak
Director of Creative Services
jeff.siptak@lipscomb.edu
x 6498