Office of
ADMINISTRATIVE SERVICES
and MARKETING

MARKETING MATERIALS REQUEST: PROCEDURES AND GUIDELINES

Division of Student Affairs and the College of Undergraduate Studies

2015–2016

PURPOSE

The Office of Administrative Services and Marketing provides the NSU community with marketing and communication standards, which are intended to provide quality, consistency and value in conveying what the Division of Student Affairs (DOSA) and the College of Undergraduate Studies (COUS) represent.

These standards help DOSACOUS develop strong name recognition by defining a "look" and a "feel" for all university materials that audiences instantly identify with the university. Well-developed messages and a consistent visual identity serve to shape the perceptions of students, alumni, faculty, and staff.

If you are contacted to participate in any marketing campaign or project that originates outside of DOSACOUS, please direct them to contact our office at *stumedia@nova.edu*.

GENERAL MARKETING STANDARDS

To maintain our commitment to compliance with NSU style, policies, and procedures, our office reviews all printed and digital materials produced within DOSACOUS for marketing purposes. **Please submit the materials for review at least 2 weeks or sooner before projected "go to print" date**. Please note that the review may be subject to recommended modifications to the materials, which will affect your "go to print" date and your planned distribution date. Therefore, we suggest that you plan ahead and contact us as soon as possible.

However, materials that meet one or more of the following criteria do NOT need to be reviewed by our office:

- Materials—such as operational announcements or changes in office hours—that are strictly informative and intended for internal use and/or **not** for marketing purposes.

- Projects executed through Office of Publications that are university wide and text-based, such as fact sheets, student handbooks, policies/procedures, manuals, agreements, contracts, etc. However, all departments within DOSACOUS are asked to keep our office informed of any revisions or changes in the aforementioned projects, in order for our office to be aware of the most up-to-date information pertaining to each department.

MATERIALS FOR REVIEW

PLEASE NOTE: The following information regards *only* materials requiring review. For the production and creation of new marketing materials, please see the "Initiating a Project" section, on the following page.

The following materials require reviews:

- **All marketing and promotional materials**
- Materials produced outside of DOSACOUS, co-sponsored by your office.

- Promotional items (see "Ordering Promotional Items" section). **Please note: the mock up proof is needed for your promotional items. All administrative units are required to use university approved vendors only for promotional items** (Also see "Ordering Promotional Items" section).

Materials for review may be submitted via email or in person.

Via email: Send design files (marketing materials) or mock up proof (promotional items) to *stumedia@nova.edu.*

In person: Visit our office located in the Student Affairs Building (SAB), Room 105.

Once submitted, confirmation/comments/responses will be emailed to the submitter.

SPECIAL NOTE: The submitter is responsible for the accuracy and validity of the information provided. It is not the responsibility of the administrative and marketing to verify the information. We might point out some known errors for you. For proof reading and review, please see "Review of the Proofs."

USAGE OF UNIVERSITY LOGO(S)— SUN LOGO(S) and ATHLETICS SHARK LOGO(S)

All University logos (sun logos and athletics shark logo) are protected under university licensing policies and agreement. **Any usage of any university logos on marketing materials and promotional items, online or in print, requires an approval** from University Licensing Committee. Office of Administrative and Marketing, on behalf of the University Licensing Committee, can review and authorize any use of the logos for all marketing and promotional materials, including but not limited to staff- and/or student-initiated/produced materials for all departments within DOSACOUS and/or student clubs and organizations. Additional approval from Office of Publication and/or University Relations may require as deems necessary.

IMPORTANT NOTE

Information on this booklet is subject to change without prior notice. To obtain the latest version of this booklet, please contact *stumedia@nova.edu* or visit our website at *www.nova.edu/asm/.*

REVIEW OF PROOFS

The Office of Administrative Services and Marketing is not obligated to proof read your publication and/or marketing materials, nor is this office responsible for the accuracy and validity of the information you provide. We strongly recommend that every time we send the proof, you review the proof very carefully for both text copy and layout. If you would like any further revisions or notice that perhaps previous revisions you requested were not made, kindly include the non-completed ones in your next request along with any further revisions to your materials at that time.

The Office of Administrative Services and Marketing may modify and/or edit your original text/images/layout as we deem necessary and appropriate. Nonetheless, you will receive a final proof requiring your final approval prior to print/production. No project is sent to print without your final *written* approval. The final approval can be sent via email to *stumedia@nova.edu*.

INITIATING A PROJECT

FILLING OUT A JOB/PROJECT REQUEST

Before you submit a request, please take a few things into consideration that will help you make decisions about your publication and help us understand how we can best assist you. Please carefully consider the following points:

a. Determine what you want. One good way of preparing for your request is to take a few minutes to answer some basic questions: What is your message? Who is your audience? What is your purpose/objective of the project?

b. Set deadlines. Publications not only vary in appearance and content, but also in the time required to produce them. A small, one-color flyer with no images may be completed in a few weeks. On the other hand, a longer, full-color brochure may require several months from concept to delivery. We will work with you to establish and maintain a schedule.

c. Set up a meeting. We recommend that you meet with us to develop a timeline for your marketing needs as soon as you have all the essential information (see item "a" above).

SUBMITTING A JOB/PROJECT REQUEST

To submit a job/project request, please send an email to *stumedia@nova.edu* along with a completed job request form that can be found at *www.nova.edu/asm/forms/project-request.doc*. Please keep the job request form in Word format when sending it to us. Please try your best to fill out the form as much as possible. If you feel that a meeting can be helpful, please feel free to request one with us.

The job request form will basically provide "check list" of necessary information.

NOTE: The Office of Administrative and Marketing is NOT responsible for:

• Writing text content for your marketing pieces. Your office must provide text copy, which we may review and edit.

• Distributing your materials. We may simply suggest potential venues.

Please note that our office may edit and modify the content (text and images) in your materials as we deem necessary and appropriate. However, we will present you with the final proof, requesting your consent/approval prior to publication. (See "Review of Proofs" for further clarification).

The Office of Administrative and Marketing will determine whether your projects will be produced:

• **in-house** (by our office),

• **by inside vendors** (Office of Publications, Copy Center, etc.), **or**

• **by outside vendors.**

ORDERING PROMOTIONAL ITEMS

All administrative units within the university are required to use ONLY the university approved vendors for promotional items if the administrative budget is to be used to pay for the order. If the student activity fee accounts (a.k.a. 9 accounts) are to be used, using the university approved vendors is not required, but strongly recommended.

All orders by DOSACOUS **must be reviewed** by the Office of Administrative Services and Marketing regardless if the university logo is used; otherwise, your Ariba request for payment may not be approved for funding. Please ask your vendor to provide you with mock up proofs of the products you order and submit the proofs through Ariba or directly to *stumedia@nova.edu* for review and approval.

LIST OF UNIVERSITY APPROVED VENDORS

Promoversity
RFQ LLC
Contact: Doug Murphy
877-737-7137
228 Florence Street
Crystal Lake, IL 60014
dougmurphy@promoversity.com

Geiger
Geiger Collegiate Promotions, LLC
Contact: Chris Mckee
207-755-2255
PO Box 1609
Lewiston, ME 04241
cmckee@geiger.com
www.geiger.com

Suncoast Marketing
6545 Nova Drive, Suite 211
Fort Lauderdale, FL 33317
954-583-4351

Baron Marketing
Baron Marketing, Inc.
Contact: Ron Laurie
954-492-2766
1001 NW 62nd Street #300
Fort Lauderdale, FL 33309
baronmarketing@aol.com
www.baronmkt.com

These vendors should already have Ariba catalog established. You may place your order directly through Ariba catalog OR you can work directly with vendor. All invoices and/or payment, however, will be processed through the Ariba system. Office of Finance and Administrative Services and our office are working closely to ensure that all orders are reviewed and received design approval before Ariba payment request is processed.

JOB REQUEST PROCESS

PRINTED MATERIALS

Complete job request form. This form can be found at *www.nova.edu/asm/forms/project-request.doc*. Submit the completed form as Word document with images/photos as separate attachments. Please do not embed images/photos on the Word document.

DIGITAL MATERIALS AND TECHNICAL RELATED REQUEST

- SharkFINS and Sharkbytes
- Sharktube
- Mass Email
- Electronic Marquee
- Web Updates—websites, Web pages, Sharklink Tab
- NSU Calendar/iShark
- Listserv, Email Alias, Email Account, or Shared Mailbox
- Shared Drive Access

SHARKFINS AND SHARKBYTES

Use SharkFINS/Sharkbytes section of our job/project request form (*www.nova.edu/asm/forms/project-request.doc*). If elaboration or more space is needed, you may put on the email body when submitting the form to our office at *stumedia@nova.edu*.

SharkFINS submission deadline: Fridays at 3:00 p.m.. SharkFINS is distributed every Wednesday to ALL NSU students. See SharkFINS guidelines for more details.

Sharkbytes submission deadline: Wednesdays at noon, to request publishing in the following week distribution.

SHARKTUBE

Use SharkTube section of our job/project request form (*www.nova.edu/asm/forms/project-request.doc*). If elaboration or more space is needed, you may put on the email body when submitting the form to our office at *stumedia@nova.edu*.

Normally, we will reconfigure your marketing materials to fit the SharkTube screen. Please still let us know the run dates and display locations. **Please note: all the submission is subject to a review by Public Affairs.**

MASS EMAIL

Mass Email is a tool to be used for large-scale events or programs that require an urgent call to action. Decisions regarding the distribution of your request will be made by the Office of Public Affairs. For all offices within DOSACOUS, the Office of Administrative Services and Marketing is the central contact for the electronic distribution on all digital media.

Office of Public Affairs suggests that any announcement already published in sharkbytes will not be sent out via mass email unless deems necessary by the office.

The request for mass email must be submitted at least 7-10 business days before requested distribution date. Please use Mass Email section of our job/project request form (*www.nova.edu/asm/forms/project-request.doc*) for your request and submit the form to *stumedia@nova.edu*.

ELECTRONIC MARQUEE

Use Electronic Marquee section of our job/project request form (*www.nova.edu/asm/forms/project-request.doc*). If elaboration or more space is needed, you may put on the email body when submitting the form to our office at *stumedia@nova.edu*. Due to limited display space, please be concise on your message and text to include.

Electronic Marquee messages are to be used for announcements of large-scale events or programs that MUST be open to public. The Office of Public Affairs will determine whether your request is approved and will contact our office regarding decisions or questions. The Office of Administrative Services and Marketing is the central contact for all DOSACOUS offices requesting Electronic Marquee messages. Please refer to the Electronic Marquee Rules and Request Form for more details.

Public Affairs will NOT ACCEPT any request coming directly from students. Please inform your students (including student clubs and organizations) to contact our office (*stumedia@nova.edu*) for any marquee display needs.

WEBSITE UPDATES—WEBSITE, WEB PAGES, SHARKLINK TAB, ETC.

The Office of Administrative Services and Marketing is the central contact for requests to OIIT Web team. All of the following must be first reviewed by the Office of Administrative Services and Marketing:

• Web updates—changes/revisions or additions to current text copies, images, online forms, PDFs documents, links, etc.);

• Design submission—revamping the overall look, change to site structure, etc.

All requests will be reviewed by the Office of Administrative Services and Marketing in order to verify compliance with NSU's Web policies. The updated might be executed by the Office of Administrative Services and Marketing and/or by OIIT Web team.

Please note that the lead time for OIIT Web team to complete your request can range from 72 hours to a few weeks or months depending on the complexity of the request. A meeting is recommended if changes affect site structure.

To submit a Web request:

Email your request to *stumedia@nova.edu,* with the following:

• A Word document containing detailed information about changes if the change is extensive. If the request is minimal such as, words/text edits, you may put your edits on the email body.

• Images (photos/graphic files) that accompany text must be sent separately in either JPG, GIF or PDF format (as email attachments or on the server. DO NOT embed in the body of the email). Please make sure that all images sent for Web publication are clear of obligation (e.g. copyright). A use of Photo Release form (*www.nova.edu/asm/forms/photo-video-release.pdf*) to obtain any photo is strongly recommended.

• If you have more than eight images or would like to request a photo gallery, please put them on a CD or student affairs shared drive at S:\ADMIN SRV MKT

• Please be specific.

• If the request is to create an **HTML Web form**, please include:

  1. Form fields and type of field (i.e., text box, check box, drop down menu, etc.)

  2. Required field(s) of information

  3. Recipient(s) of the completed form (include recipients email addresses)

  4. Confirmation message to be sent to the user

  5. Images (graphics/photos, if any) in "JPG" format

  6. Payment information (if applicable)

  7. Please be specific. See a good example of a form request below:

     Dear Admin Srv and Marketng,

     We would like to have a form set up as follow:
     (* indicates a required field)

     *Name: [   ]

     *Email: [   ]

     *Date to register: (drop down menu)

       • July 13–14

       • July 23–24

     No. of guest: [   ]

Please have this form submitted to orientation@nova.edu.

Once submitted, the Confirmation Message should include the following text:

Thank you for your registration! Below is the information you provided.

—information entered by submitter—

For more information, please contact orientation@nova.edu or call (954) 262-8050.

In the event that your web update is very complicated or extensive in nature, the Office of Administrative Services and Marketing may coordinate a meeting between your office, our office, and the OIIT Web team. If you would like to request such a meeting, please contact the Office of Administrative Services and Marketing at *stumedia@nova.edu.*

Please note: all newly created web form are required to be reviewed by OIIT Security and Quality Assurance team. Please be mindful that this can affect when your online form can be launched.

NSU CALENDAR/ISHARK

Use NSU Calendar/iShark section of our job/project request form (*www.nova.edu/asm/forms/project-request.doc*). If elaboration or more space is needed, you may put on the email body when submitting the form to our office at *stumedia@nova.edu.* Due to limited display space, please be concise on your message and text to include.

LISTSERV, EMAIL, and SHARED MAILBOX

The Office of Administrative Services and Marketing is the central contact for requests to OIIT for listserv, email account, email alias, etc.

New Listserv and Email Account and/or Alias

To request a new listserv, new email account, or new email alias, please provide the following informations:

For a NEW listserv:

- Preferred listserv name
- Brief Description about the list—one statement
- List owner(s): email address is required. At least one full-time staff is required to assume the role of list owner.
- Initial list of listserv members, if available. Please provide email username, first name, and last name.

    Note: If a listserv is requested for a student organization, the Office of Student Activities will be notified.

For a NEW email account (Exchange account or regular):

- Preferred email account name: this name will also serve as "username"

- Department to which this account is belong or registered

- Brief Description of what the account will be for

- Requestor name: this is required as to which OIIT will contact to set a password

  Note: The name requested is subject to approval by Office of University Relations.

For a NEW email alias:

- Preferred email alias name

- Recipient(s) of the alias: email username, first name, last name are required.

- Brief Description of what the account will be for

- Department to which this account is belong or registered

- Note: The name requested is subject to approval by Office of University Relations.

For a MODIFICATION TO EXISTING listserv:

- Listserv name (e.g. *XXXX@list.nova.edu*)

- Detailed information about the changes. Please provide email address of the person(s) to which this change will affect.

For a MODIFICATION TO EXISTING email accounts or alias:

- Email name (e.g. *XXXX@.nova.edu*)

- Detailed information about the changes. Please provide email address of the person(s) to which this change will affect.

For EXISTING Shared Mailbox:

- Mailbox name (e.g. *XXXX@.nova.edu*)

- Recipient(s): email username, first name, last name are required.

- Ability to do "Send As" meaning, the email being sent out will show the mailbox name instead of the person's name. Yes or No.

For NEW Shared Mailbox:

- Preferred mailbox name (e.g. *XXXX@.nova.edu*)

- Recipient(s): email username, first name, last name are required.

- Ability to do "Send As" meaning, the email being sent out will show the mailbox name instead of the person's name. Yes or No.

SHARED DRIVE ACCESS (ADD OR REMOVE)

The Office of Administrative Services and Marketing is the central contact for requests to OIIT for shared drive access.

When making request, please provide the following information:

- Person's email user name, full name, and last name.
- Name of shared drive(s) to which the access is needed.
- All shared drive access request MUST be approved by your supervisor/department head.

OTHER INFORMATION AND REQUESTS

DOSACOUS Picture Archive

Digital Camera

Name Badges, Business Cards, Stationary, etc.

NSU Copy Center

Outside Printer

HTML Web Form VS Survey Form (*Opinio*)

Listserv VS Email Alias, Email Account

University-wide Photo Shoot Coordination

DOSACOUS PICTURE ARCHIVE

The Office of Administrative Services and Marketing is charged to collect and archive pictures taken at student events for general Division's, College's, and University's use. We ask that each office be responsible for taking pictures of your own event(s) and forward them to our office for archive. The pictures should be sent to us as soon as your event is over. This is to ensure timely publishing in medium such as SharkFINS and Sharkbytes.

We strong recommend the use of Photo Release Form (*www.nova.edu/asm/forms/photo-video-release.pdf*) and/or Photo-Vido Disclaimers (*www.nova.edu/asm/forms/photo_video_disclaimer.doc*) at any event that a photo shoot or video taping is taking place. This is to ensure that all pictures are clear of obligations and possible liabilities.

Before sending the pictures to us, please make sure that all the pictures are named properly and clearly. The following format is recommended.

名 name of event_date_pic#, for example, communityfest09_Feb14_pic 1

If possible, please also include picture caption. The caption can be sent in a separate document.

For example, raftrace09_Feb-12_pic 89: John Smith and Jane Doe led the Delta Theta Pi team to win Raft Race this year.

Put all the pictures on a CD and label the CD accordingly before sending.

In case that you need to borrow a camera, please send an email to *stumedia@nova.edu* at least a week prior to your event date to let us know. Please also see "Digital Camera" section below.

DIGITAL CAMERA

You may borrow a digital camera to take pictures at your event. Please complete a camera request form (*www.nova.edu/asm/forms/equipment-request.pdf*) and submit it to *stumedia@nova.edu* at least one week prior to the camera pick-up date. The sooner you sent the request, the greater chance it is that the camera is available for your use. Once we receive your request, we will confirm via email if the camera is available for borrowing.

The department head is asked to acknowledge the request. The department will be responsible for a replacement, repair or reimbursement if the camera, or any portion of the equipment, is lost or damaged.

NAME BADGES, BUSINESS CARDS, STATIONARY, ETC.

The Office of Administrative Services and Marketing is the central contact with the Office of Publications. All professional staff MUST order name badges through the Office of Publications. We also recommend ordering same official name badge for your graduate assistants and/or student employees if budget allows.

NAME BADGES:

To order name badge(s), please send email to *stumedia@nova.edu* with the following information:

- Full Name (Fist and Last), Degree (if preferred),
- Job Title
- Office to which the person reports
- Badge color: silver with blue text or gold with black text.
- Budget index account (6 digit).
- All order will be charged to 3350 account on your budget. This is an internal charge. There's no need to process payment on your end.

Office of Administrative Services and Marketing will send you the proof to review and approval before sending the order to Publications.

BUSINESS CARDS, STATIONARY, ETC.

To order business cards and/or stationary such as office letterhead, envelope, etc., please place order directly on Ariba "NSU Stationery-Letterhead and Envelopes" catalog.

Please note: All university departments MUST use official template of the university for business cards and stationary. Use of other format/template is not allowed.

NSU COPY CENTER

The Office of Administrative Services and Marketing is the central contact with NSU Copy Center for project(s) created/produced through our office. We will submit work order to NSU Copy Center once we receive an email from the director or department

head confirming his/her approval on the use of budget account number for printing/ copying charge. A print order to NSU Copy Center will not be sent without the directors' written approval. All order will be charged to 3320 account on your budget. This is an internal charge. There's no need to process payment on your end.

Important Note: Per university agreement, all administrative units are to use services of the NSU Copy Center for their copying or printing needs. The Student Poster Printing Services is reserved for students and faculty to use only for their academic related projects and extracurricular activities.

OUTSIDE PRINTER

If we choose to use outside printer for your project, the Office of Administrative Services and Marketing will work with the printer(s) to obtain printing cost estimates and forward for your approval before sending the job out to print. Our office will prepare all necessary files for the printer. The vendor's invoice will be sent to you to process for payment. Office of Administrative Services and Marketing will not handle the payment or be responsible for the invoice received. Please process the payment in timely manner.

For project NOT being produced by our office, we must review all jobs (see "Materials for Review" section) and can work with your outside printer to ensure any necessary printing requirement. However, the Office of Administrative Services and Marketing will not be responsible for the file that is not created by us, nor is responsible for any errors on the printed pieces due to uncareful reviewing of the final proof on your end.

HTML WEB FORM VERSUS SURVEY FORM (OPINIO)

The HTML Web form is normally used for RSVP, contact, registration, etc. Please see the "Job Request Process → Digital Materials and Technical Related Request → Web updates" in the previous section on how to request a Web form. Please be very specific in making your request.

Opinio is generally used for surveys. Please contact the Office of Student Engagement and Assessment for further information.

LISTSERE VERSUS EMAIL ALIAS, EMAIL ACCOUNT

Please also refer to "Job Request Process → Digital Materials and Technical Related Request → Listserv, Email Alias, Email Account, or Shared Mailbox" in the previous section).

LISTSERV

If you are the owner of the list, you can update/maintain the list yourself. Simply visit *http://list.acast.nova.edu/* and follow the instruction on the site.

EMAIL ALIAS VS EMAIL ACCOUNT VS DISTRIBUTION GROUP/LIST

Typically, an email alias is used as an email address for email to be sent to one or more recipients, whereas the email account is a full functioning mailbox that have

password. You can send email out from the email account but not from the email alias. Distribution group (DG) is somewhat similar to the email alias. However, it can be set so that you can send email out from the DG with "Send As" permission, which needs to be set by OIIT.

In most case, OIIT will make determination which type of email work best for you. The Office of Administrative Services and Marketing is the central contact with OIIT for this type of request. To make a request, please email to *stumedia@nova.edu* with justification for your request. Please also refer to "Job Request Process → Digital Materials and Technical Related Request → Listserv, Email Alias, Email Account, or Shared Mailbox" in the previous section).

UNIVERSITY-WIDE PHOTO SHOOT COORDINATION

If there is a request for a photo shoot coordination that might require volunteers, our office will contact the department directors to request student volunteers. We will try our best to provide advance notice with the specific time and date; however, in some cases, one- or two-hour notice may occur. In any case, we ask that all directors please send our office a list of confirmed volunteers.

DOS AND DON'TS

DOs

- Send requests with as much comprehensive information as possible in one email. Multiple emails with bits and pieces of information can cause confusion.

- Keep in mind that multiple revisions can affect the timeline of your project.

- Check **every proof** carefully. Having more than one person to check the proof might be helpful. Office of Administrative Services and Marketing will not send the final proof to print until we receive your approval in writing (via email) to go to print.

- Ask for paper samples or a match print, if necessary, to ensure printing quality.

- Keep in mind that your actual printed piece may vary slightly from the samples/match print you have seen.

- Be advised that Office of Administrative Services and Marketing is not responsible to pay for any reprint of your piece that has errors due to not checking the proof/samples/match print carefully.

- Talk to us about possible printing options. Several factors—such as size, color, quantity, or full-bleeds versus white margins—can affect printing costs.

- Send all requests to *stumedia@nova.edu*, not to the email address of a particular staff member.

DON'Ts

- Please don't invent a web address when requesting a new web page or website. However, you may make a suggestion, which is subject to final approval from the OIIT Web team and University Relations.

- Please don't publish any unapproved or inactive web address on your printed materials. Please contact the Office of Administrative Services and Marketing first. We will then contact the OIIT Web team on your behalf and keep you informed whether the address is available, valid, and OK to publish.

- Please don't be vague with your project deadline. Provide specific date.

- Please don't copy us when you communicate within your team/office about the piece that we are working on for you. Please have one point person communicate your team's questions/decisions with the Office of Administrative Services and Marketing.