

Communications Project Guidelines and Production Process 2021-2022

Guidelines:

All communications related guidelines, process and supporting documents can be found [HERE](#). Any questions related to communications projects should be addressed with a cabinet member, supervisor or questions can be sent to mcpr@mcperson.edu. The following is a summary of guidelines for all communications department projects.

1. Planning—Most department projects should be set during annual communications planning sessions in late spring and summer. The communications department will work with cabinet members and supervisors to coordinate dates for planning sessions.
2. New Projects—Any new projects will need prior approval from a Cabinet member before submitting a request to anyone in the communications department
3. News Releases—Faculty and Staff should also clear all media releases with a cabinet member and should allow a minimum of two weeks of production prior to the intended publication. In addition, news release requests should come with an outline including bullet points, descriptions, and any suggested quotes to be used in the release. A draft will be provided back in a timely manner before the release is widely distributed.
4. Project Management—All projects are managed through Basecamp including assignments to staff and vendors, scheduling, asset collection, editing, and proofing.
5. Non-Time Sensitive Updates and Announcements—Other items such as, professional development, accomplishments, student recognition/achievement, alumni news, and other items that are not time sensitive updates, continue to contact Director of PR in the communications office to share in the weekly Communicator, The Review, or on social media or as a news item on the website if appropriate. Alumni items can be shared with the Alumni Relations Office. The alumni director and director of PR will determine the best means of sharing those items.
6. Social Media—Only *authorized* MC social media accounts are permitted and must be a part of the social media working group and follow these [GUIDELINES](#)
7. Branding—Any print/digital material, apparel or signage that is to be available to the public should be reviewed by Communications for brand integrity and should be directed through a supervisor. Brand guidelines can be found [HERE](#). On-campus/internal only material should be cleared with a supervisor but does not need communications approval. Any use of the MC logo or Bulldog needs to follow brand standards set by communications and can be viewed [HERE](#).

Production Process:

The communications' department will determine the production process as either:

- In-house design and project management—All in house project will be planned and produced by a member of the communication's department.
- Outsourced design and production with direction from Communications—Some projects that require specialized expertise will be outsourced to preferred vendors with supervision from the communications department.
- Staff works directly with approved vendor—Projects that are outsourced to approved vendors without communications department oversight will require staff to coordinate necessary information like artwork, design direction and language with the communications department but work directly with the vendor to ensure expected project completion.

**All outsourcing costs will be covered by the campus operating unit.*