## Communications Project Guidelines and Production Process *rev 10-24*

**Overview**

The communications office is responsible for marketing, public relations, public website, social media coordination and branding for the college. Projects include recruitment material, press releases and constituent communications.

Any questions related to communications projects should be addressed with a cabinet member, supervisor or questions can be sent to mcpr@mcpherson.edu.

**Guidelines:**

* **Planning**—Most department projects should be set during annual communications planning sessions in late spring and summer. The communications office will work with cabinet members and supervisors to coordinate dates for planning sessions.
* **Project Requests**—Any new communications projects will need prior approval from a Cabinet member. Requests for some print, design and communication jobs, especially those that do not relate to marketing or public relations, will be directed to external vendors. *See list of recommended vendors below.*
* **Project Management**—Projects are managed online through Basecamp including assignments to staff and vendors, scheduling, asset collection, editing, and proofing.
* **Website** – Edits or updates for the public site can be sent to marketing@mcpherson.edu. Questions about Bulldog Connect should be sent to mcsupport@reachyoursolution.com and questions about the Catalog site should be sent to academic affairs.
* **News Releases**—Faculty and Staff should 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.
* **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.
* **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](https://wwwi.mcpherson.edu/marketing-communications/)
* **Mass Emails**—The online service MailChimp is used by Communications for mass emails to various constituent groups. Notify Communications of any mass emails planned via Outlook to the alumni, donors and parent groups to coordinate send scheduling.
* **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](https://wwwi.mcpherson.edu/marketing-communications/). 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](https://wwwi.mcpherson.edu/marketing-communications/).

**Production Process:**

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

* + - **In-house design and project management**
		- **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 may be outsourced to approved vendors *without* communications department oversight. Staff will ensure that vendor adheres to the [college’s brand guidelines](https://wwwi.mcpherson.edu/marketing-communications/). *All outsourcing costs will be covered by the campus operating unit.*

**Vendors:**

These local vendors are available to provide various print, digital and design services to the college.

**Baker Bros. Printing** 113 S Main, Hillsboro, KS. (620) 947-3520

Use customer portal to place orders for stationery and cards. <https://www.bakerbrosprinting.com/customer_portal/login.html>

* MC Stationery
* MC Business Cards

**Atelier Design & Print** 120 N Main St, McPherson, KS. (620) 241-5400 atelier@atelierdp.com

Orders placed by employees will be invoiced to their email address. Payments can be made online or by submitting invoice to the Business Office.

* MC Magnetic name tags
* MC Office and directory labels
* Copy/Print services
* Mailing services
* Design services
* Stickers, signs, banners, flags and promo items
* Photography