

Purpose

This policy will serve as a guide regarding the creation and disbursement of Tougaloo College marketing materials. This policy aims to provide a centralized process from coordination to approval—ensuring all marketing materials and communications are consistent with the College’s approved brand identity guidelines.

The goal is to provide necessary information to the Office of Communications and External Relations for internal and external messaging dissemination.

Scope

This policy applies to faculty, staff, and students.

Policy

All marketing and communications, print and digital, must adhere to the College-approved branding guidelines. All content owners throughout the College are responsible for ensuring the accuracy and appropriateness of the communications coming from their respective areas/departments.

Processes

The Tougaloo College Office of Communications and External Relations is responsible for creating an integrated marketing and communications strategy and positive image for the College. The staff offers support services to faculty, staff, alumni, friends, and students in various ways, including connecting the College with external audiences and the media, internal communications, crisis communications, and other public relations information and activities.

The Office of Communications and External Relations will establish a close working relationship with Tougaloo stakeholders and promote a positive image of the College while documenting, preserving, and highlighting its history.

Tougaloo's Office of Communications and External Relations provides policies regarding the content and design for institutional publications produced and distributed by various departments on campus. The Office of Communications and External Relations also publishes brochures, programs, other promotional materials, and the College newsletter.

Communications and Marketing Processes

Where do we start? Whom do we call? What do we need?

The best time to call us about a publication or advertisement is as soon as you have decided that you need one, regardless of how far in the future. Calling early allows us to work your project into our production schedule. Contact the Director of Communications & External Relations to discuss your needs and establish a production schedule for all publications.

Use the following checklist as your guide. All projects require a project request form.

Format: Do you have one in mind? Do you need a brochure, newsletter, flyer, ad, or direct mail piece? We can help you decide on the best format to reach your audience.

Quantity: How many pieces do you want to print? We will need to know your estimates before determining the budget. Although you may specify several different amounts as options, quantity determines the final price.

Budget: How much do you have to spend? If your project is new and you have no specified budget, we can help you estimate costs and recommend formats that fit your department budget.

Deadline: When do you need your publication or advertisement?

- Who is your audience?
- What is the purpose of your publication? A successful publication should always have a specific purpose or goal. What is the publication or advertisement desired effect? A good question to ask is, what is the single message you want to convey to the reader? What action do you want the reader to take?
- What specific facts must be included? Don't forget the obvious, such as your department's exact, formal name and address, especially a phone number and contact person to call for more information.
- Should the project be coordinated with other pieces (stationery, enclosures, business return envelopes, reply cards, etc.)?

How long will it take?

This may be the most frequently asked question the Communications & External Relations staff receives. It can be difficult because the answer depends on many things: How complex is the piece? Is it new or a reprint with few or minimal changes? Does it require writing and editing? Does it require photography? Does it require extensive creative design? Is it one, two, three, or four (full) colors? What is the quantity? Are there multiple pieces to the project? How many people are involved in the proofing/approval process? How many other publications are in production at the time?

As a general rule of thumb, one- or two-color, low quantity flyers, posters, and brochures take less time than three- and four-color, large-quantity "slick" magazines, brochures, and newsletters. The Communications & External Relations staff can help you determine a time estimate for your project based on these variables. A very rough guideline follows:

- Complex Project (magazines and viewbooks): 4 months or longer
- Booklet: 6 weeks
- Newsletter (depending on size and complexity): 4-8 weeks
- Brochure: 3-6 weeks
- Poster: 2-3 weeks
- Flyer: 1 week
- Social Media Posts: 1 week
- Ads: 1 week

These estimates are based on having a final, approved copy provided to the office via email, as well as a completed project request form. When substantial writing and editing are required, additional time is necessary.

Elements of the production process

Every publication requires the following steps:

- **Writing/Editing:** This can take several hours or up to several weeks, depending on the complexity of the publication. Supply copy by email to Communications & External Relations.
- **Photographs:** It takes time to schedule, shoot, process, and choose photos to illustrate a particular publication, especially when many images are needed.
- **Design:** Two to three weeks is standard time on an average piece, longer if the job is more complex, less if the project is a repeat.
- Two or three weeks is often standard for proofing, corrections, and subsequent proofs, especially if several people review a piece. The initiating department participates in the proofing process. Usually, several individuals are responsible for proofing, and an assigned person signs off on the final proof.
- Standard turnaround is two to three weeks. A major job might take four weeks.

How can I expedite the process?

- Plan and come to us early for scheduling.
- Include everyone who has the "final say" on your project team.
- Work closely with your project manager.
- Provide at least a rough draft copy via email, in Microsoft Word, unformatted (i.e., single column only, no tabs, no boldface, no italics, etc.).
- DO NOT SUBMIT ANY COPY IN ALL CAPS.
- Changes to copy once the design has begun can delay your job.
- Review each subsequent proof carefully and quickly.

Final note

Samples of the approved formats of common stationery items that include the logo are available to assist you in placing orders for your office through Hederman Brothers. If you have a question about any of the points mentioned here, don't hesitate to get in touch with Communications & External Relations at 601-977-7870 or ocerprojects@tougalo.edu.