



UNIVERSITY COMMUNICATIONS PLANNING WORKSHEET

PROJECT TITLE

SUBMITTED DATE

DATE OF MKT MEETING

CONTACT PERSON

PROJECT DEADLINE

OTHERS WHO WILL BE ASKED TO REVIEW/PROOF/APPROVE THIS PROJECT

PERSON WITH FINAL AUTHORITY TO SIGN-OFF

BRIEFLY DESCRIBE THE OBJECTIVE(S) OF THIS PUBLICATION

"This piece is designed to" ...

Intended audience (check all that apply):

- Prospective Students Alumni Assn. Members Prospective Donors Staff
- Current Students Prospective Alumni General Public Faculty
- Parents Donors Business Community Other: _____

What are the **key points** you want to tell your audience(s)? What are the **messages**?

List words that describe the overall tone:

- _____
- _____
- _____

• How will you judge the effectiveness?

- Increase in inquiries
- Increase attendance
- Increase media coverage
- Other: _____

• Will this publication require new photographs to be taken?

- Yes No Unsure

• Is the publication/project to be mailed?

- Unsure No Yes

(If yes, you will want to think about either envelopes or making this a self-mailer as part of the overall project and your budget.)

• Are you writing and supplying complete copy?

- No Yes

(If yes, provide copy in both electronic and hard copy.)

• Have you established a **budget** for this publication?

Final cost not to exceed: \$ _____

Account Number to be charged: _____

• What is the **quantity** you need to have printed: _____

To give you a sense of "start to finish," please look at this project scenario and timeline for major publications, whether new or revised:

- Fill out "University Communications Project Form" (either download or request from UComm)
- Contact UComm for a project review meeting.
- After the marketing meeting, copy is required. Copy can be provided by the department, or written by UComm. How extensive copy is, and whether it is for a new or revised project, determines the time required (Estimate 1-2 weeks after the marketing meeting with UComm).
- Copy edits and back to department (1-2 weeks)
- Design work begins, after copy is completed. (estimate 1-3 weeks)
- Photography, if necessary (Part of the design timeline)
- Review of design work with client (1-2 weeks)
- Edits (1-2 weeks)
- Final Proof
- Printing (2 weeks)

Project Scenario: 7-13 weeks