



Marketing & Communication Project Request/Special Event Request Form

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Originator

Department

Date

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Phone Extension

Email

Account Billing Number/PO #

Special Event

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Event Title

Event Date, Time, and Location

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GC Representatives to Attend

Photo Requested

Publications, Ads, Website

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Social Media Promotions (Include Run Date)

Digital Advertising (Include Budget and Run Date)

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Website Update: URL of page

Print Advertising (Indicate Publication and Budget)

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Printed Publication (Booklet, Brochure, Flyer, Poster, etc.)

Creative: Artwork, Video or Copywriting

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Description of Project/Event and/or Any Special Instructions (Attach Support Materials if Available)

Originator's Signature -		Date:
Supervisor's Signature -		Date:
Vice President -		Date:
Director of Marketing -		Date:
Vice President of Administration and Student Services -		Date:
Director of Facilities/Security (For Special Events) -		Date:

A minimum of ten (10) working days is required for special events. All special events require a signature from the Director of Facilities/Security and approval of the Vice President of Administration and Student Services.



INTERNAL USE ONLY

Public Affairs Project Requests

1. MARCOM requires a minimum of ten working days from approved submission to completion of projects.
2. Projects must be approved by the appropriate administrator and may be sent for President's staff review.
3. Provide as much information concerning the project as possible and attach it to the form.

Advertising

Planned advertising project activities can be initiated by completing the Project Request Form and delivering it to any member of the MARCOM staff. Here are the guidelines for use of the form for advertising:

1. Advertising projects must allow a minimum of ten working days from submission to appearance. Advertising projects may include special art, support advertising, recruitment campaigns, community education ads and other promotional efforts.
2. The Director of Marketing and Communication has the responsibility concerning the content of advertising for external audiences except as it relates to personnel or legal public notices (these are handled by the Vice President of Administration and Student Services or his/her designate).

Publications

The Marketing and Communication Office provides for the quality review of all publications, stationery, posters and logo items. This is achieved by review through the Director of Marketing and Communication. These projects require a minimum of ten working days for completion and designation of an account number to be charged. Publications include brochures, fliers, graphics, signage, design and some non-media photography. The Director of Marketing and Communication has responsibility for design content and appropriateness of all College publications for external use. The originator of the publications project must proof and accept the publications project by initialing the appropriate space on the project form before the project can proceed to the printing stage. Project originator must coordinate in-house publications with the College Print Center. Please contact the Marketing and Communication staff for more information concerning publications.

Media Affairs

All media inquiries or contacts concerning the College should be referred to Marketing & Communication.

Special Events

All media inquiries or contacts The Marketing and Communication Office will respond to certain promotional opportunities and special events during the fiscal year. the College should be referred to the Marketing and Communication Office.

Special events can be arranged by the following:

1. Notify Administrative Assistant to the Vice President of Instruction to determine the availability of classroom space; for fitness center/gym, contact the Administrative Assistant to the Director of Athletics, for President's Conference Room contact President's Executive Assistant, for the Seibel Wing contact the Administrative Assistant to the Vice President of Administration and Student Services.
2. Fill out Marketing and Communication Project/Events Request Form, Special Events section, for Marketing and Communication and Facilities/Security services review.
3. Make sure you have completed a Facility Service Request for event setup.
4. Have a form routed for approvals as follows: (1) immediate Vice President, (2) Director of Marketing and Communication, (3) Director of Facilities & Security (4) Vice President of Administration and Student Services.