

## Policy to Submit a Project Request to Capitol's Marketing/Communications Department

Capitol Technology University's Marketing and Communications Department is committed to creating and assisting in the creation of marketing materials that further the institution's mission and presence. The Marketing and Communications Department is available to assist other university departments with writing and design projects targeted at the institution's stakeholders including, but not limited to, current and prospective students, parents of current and prospective students, donors, alumni, members of the Board of Trustees, and business partners.

Marketing and Communications staff are entrusted to create and enforce consistent messaging and branding to uphold the university's brand and to provide guidelines by which all institutional material must abide. In order to prioritize our projects and produce the highest quality materials, we are implementing the following guidelines:

1. All requests should be submitted via the online [Marketing Project Request Form](#) or to the [marketing@captechu.edu](mailto:marketing@captechu.edu) email.
  - a. If submitting by email, the subject should include the following information, in this order:
    - i. Project Request;
    - ii. Date for deadline of project; and
    - iii. Name of department requesting the project.
  - b. The body of the email should include:
    - i. A clear and concise summarization of the project (i.e. hard copy flyer, digital email blast, digital graphic, written copy, etc.);
    - ii. The intended audience (ex. current Aeronautical Engineering students, prospective students, potential employers, business partners, etc.);
    - iii. The date the project needs to be completed and institutional account number to be charged (note: printed jobs require more lead time for printing and delivery);
    - iv. The date the project is intended to launch or be distributed; and
    - v. Any need for additional marketing assistance after the project is completed.
  - c. The Vice President or immediate supervisor managing the department that submitted the request must be Cc'd on the initial email and provide written consent for the project to move forward.
2. All projects must be submitted at least two weeks in advance of the final deadline. The Marketing and Communications Department will not work on projects that fail to meet this deadline.
3. All projects will have a limit of three revisions. The projects will be named to reflect the revision number (ex. ProjectNameDRAFT1, ProjectNameFINAL, etc.).
4. The Marketing and Communications Department may refuse any project, if in the opinion of the Marketing and Communications staff:
  - a. The project inherently goes against the institution's values, mission, or brand;
  - b. The project interferes with work directly assigned by an Executive or any other work directly assigned that is essential to the university's well-being; or
  - c. The project is not clearly thought-out upon submission.