

LR OFFICE OF MARKETING AND COMMUNICATIONS – PROJECT PROTOCOL

1. Initiating projects:

- a. All projects must be initiated with a departmental Project Managers (PM). Once the project scope has been clearly defined, the Office of Marketing and Communications (OMC) will assess the requested project. If there is a different type of marketing avenue available that may allow the OMC to better meet the need, it will be suggested. The department contact will also be informed of any/all content needs before the project is scheduled.
- b. The marketing office has designated the following key contacts for specific marketing project requests:
 - a. Lisa Crawford: project management for undergraduate studies, advancement, student life, athletics, and other undergraduate programming initiatives.
 - b. Allie Bentley: project management for graduate studies, University publications, the University City Commission, and advertising initiatives.
 - c. Leslie Ellis: project management for website and social media.
 - d. Angela Reiter: director of marketing and communications

2. Scheduling projects:

- a. After a project has been initiated and all marketing materials requested have been identified, the PM will schedule the project.
- b. Timelines for completing projects are based on requested due dates for completion and the number of projects currently in the OMC queue. Once a project schedule has been outlined, the PM will notify the department contact of any content due dates. While an understanding of what content is needed for the project is outlined before a project is scheduled, specific needs and content due dates will be provided.
- c. Project schedules contain multiple milestones and are strategically put in place based on various dynamics of the individual project. The scope of a project, production complexity, and logistics involved in completing the project, are but a few factors that impact project timelines.
 - i. Time is allotted within an individual project for proofing content, design, approval from the department contact, printing, and delivery or mailing.
 - ii. Business days are used to calculate timelines for deliverables.

3. Completing projects:

- a. Content due dates will not be changed. Late submission of content creates delays within the scheduled project and will ultimately result in a late delivery. If content due dates are not met, the OMC PM will adjust the project's completion date accordingly.
- b. While urgent needs may emerge on occasion, the OMC reserves the right to deny a request if their current schedules do not allow enough time for completing projects with tight turnarounds.

