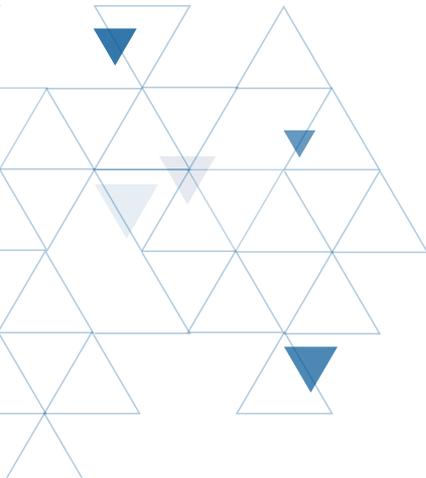




HOW TO WORK WITH MARKETING COMMUNICATIONS

Reaching IPFW's Customers through Strategic Marketing Communications



November 2015
Version 5

MARKETING COMMUNICATIONS

INDIANA UNIVERSITY—PURDUE UNIVERSITY FORT WAYNE
ADVANCEMENT



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How to Contact Us

Marketing Communications is located in the Support Services Building. Our general phone number is 260-481-6428.

Key contacts:

Jack Patton, executive director of marketing communications, chief marketing officer,
260-481-6710 or jack.patton@ipfw.edu

Kathryn Hopkins, lead marketing specialist, 260-481-6166 or kathryn.hopkins@ipfw.edu

Susan Alderman, marketing specialist, 260-481-6165 or susan.alderman@ipfw.edu

Lea Ann Powers, creative director, (for trademark and art approval), 260-481-6163 or
leaann.powers@ipfw.edu

Tina Ostermeyer, operations manager, 260-481-6428 or tina.ostermeyer@ipfw.edu

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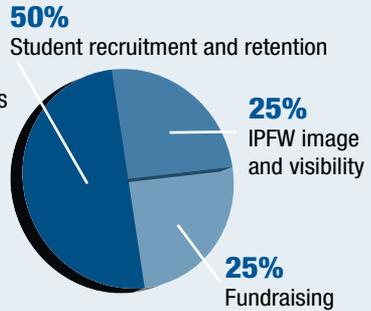
Learn more at ipfw.edu/mc

ALL THE INFORMATION YOU NEED ABOUT WHAT WE DO, WHY WE DO IT, AND HOW TO ACHIEVE THE BEST RESULTS FOR YOUR MARKETING INITIATIVES

This guide provides an overview of Marketing Communications' mission, service offerings, best practices, and standards. To achieve the best results for your initiatives, please refer to this guide when beginning or updating marketing material that includes any identification with Indiana University–Purdue University Fort Wayne (IPFW).

Our Mission

Marketing Communications' mission is to support student recruitment and retention initiatives and fundraising efforts as well as enhance the visibility and image of IPFW. To ensure that our resources are aligned with university priorities, we primarily support initiatives targeting external audiences. Our resources are allocated as follows:



Marketing Communications focuses on marketing to *external audiences* by providing strategic and integrated marketing communications through various media. Such audiences include prospective students/guardians, admitted students, high school guidance counselors/teachers/principals, community influencers, community-at-large, sponsors/prospective sponsors, media, alumni/prospective alumni, donors/prospective donors, industry colleagues/publications, and prospective faculty/staff.

The campus is encouraged to develop brand-appropriate marketing material for *internal audiences*—the campus-at-large, existing faculty/staff, and enrolled students. Clients who wish to create projects for these internal audiences are encouraged to use the IPFW Identity System and other tools provided by Marketing Communications such as templates and downloadable assets (e.g., university marks and signatures).

To learn more, refer to the Internal Marketing Project Support Memo at ipfw.edu/internal-marketing

Due to campus demand, typical turnaround time for new projects is 4–6 weeks, with a possibly longer time frame during busy periods such as the beginning of the academic year or Commencement. We also require a minimum of two business days to respond to client feedback. As a service provider, we regularly explore ways to improve best practices and quality across Marketing Communications with the goal of moving jobs more efficiently and effectively through our internal processes. Thus, we maintain standards through an iterative workflow that requires client input and participation.

UNDERSTANDING THE BASICS

While several team members may actively support your project, our marketing specialists are your primary point of contact. They act as your ambassador by helping to understand, identify, and communicate your need(s) to the marketing team. Every area of the university has a marketing specialist assigned to it. That marketing specialist will provide project support from the beginning to the end of every marketing initiative.

To learn who your marketing specialist is, visit ipfw.edu/marketing-specialists

What we do

We develop and maintain the university's identity (sometimes referred to as "brand") and market the institution to an array of audiences. Establishing a strong identity takes place over time and through many initiatives large and small. This guide describes the collaborative effort and method with which we serve the campus. Marketing Communications can help meet university or client objectives through strategic marketing communications planning, implementation, and management.

Why we do what we do

We honor the American Marketing Association's definition of marketing: "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society-at-large." In short, we represent the university through all actions associated with marketing.

Who we are

Our team includes various functions:

- Marketing support
- Copywriting/editing
- Graphic design
- Interactive design
- Social media
- Photography
- Operations

Who we serve

Marketing Communications serves customers, clients, partners, and the community-at-large. Here are helpful descriptions of each:

CUSTOMERS—defined target audiences based on marketing need, such as:

- Student recruitment, including prospective students/guardians, admitted students, and high school guidance counselors/teachers/principals
- Donor and alumni recruitment as a function of fundraising, including prospective and existing donors and alumni
- Community engagement as a function of image and visibility, including community influencers such as legislators and university supporters, as well as the local community-at-large
- IPFW campus as a function of student retention and awareness, including enrolled students, faculty, and staff. Because student retention focuses on enrolled students, faculty, and staff and marketing resources are strategically aligned, we serve the campus on a limited basis through:
 - Internal announcements (campus-at-large, enrolled students, faculty, and staff)
 - Faculty research and recruitment (industry colleagues, publications, and prospective faculty/staff)

CLIENTS—university constituents who wish to get their message out and reach our customers

PARTNERS—vendors and service providers who assist with specific marketing communications applications, including:

- Media production for TV and radio, such as advertising agencies
- Paid media planning and placement
- Software applications
- Trademark management and tracking
- Printing
- Freelancers based on need and technical competency

COMMUNITY-AT-LARGE—any individual or organization that interacts with the university

WE HELP WITH MARKETING, TRADEMARKS, AND ARTWORK REVIEW

We provide marketing communications services, help manage university trademarks, and review and approve artwork requests through the following:

▼ SERVICES

- Marketing plan development and implementation
- Research and analysis—marketing analytics, internal analysis, competitive intelligence,* and environmental scanning**
- Creative services through copy and design
- Interactive management through Web and social media
- Photography

▼ UNIVERSITY IDENTITY MANAGEMENT—brand and positioning standards for:

- Trademarks and signatures (i.e., logos)
- Colors
- Typography
- Graphic design
- Editorial
- Photography
- Unique graphic identifiers (i.e., co-branding art elements)
- Interactive media
- Social media

▼ TRADEMARK MANAGEMENT—develop, manage, and approve all university trademark applications for commercial and non-commercial use

▼ ARTWORK REVIEW AND APPROVAL—review and approval of original artwork created outside of Marketing Communications that includes university trademarks (logos and the use of the university name and/or acronym)

* “The legal and ethical collection and analysis of information regarding the capabilities, vulnerabilities, and intentions of business competitors.”

Source: Strategic and Competitive Professionals

** “The process of continually acquiring information on events occurring outside the organization to identify and interpret potential trends.”

Source: highered.mcgrawhill.com; “Scanning the Marketing Environment”

UNDERSTANDING OUR WORKFLOW— THE CREATIVE DEVELOPMENT PROCESS

Our workflow is iterative, built on collaboration and dependent upon strong partnerships with our clients—stakeholders who provide the necessary technical expertise and act as subject-matter experts in their respective disciplines. And, like any manufacturer, we produce end products that require time, focus, attention to detail, and a clear understanding of the task at hand—including ongoing interactions with clients, our subject-matter experts. Our goal is to consistently follow this creative development process to meet and exceed client goals and expectations.

A high-level overview of the process

Our workflow consists of four major phases, all of which require client support. Most importantly, each phase is completed with client participation and approval. Phases include:

PHASE I—defining the scope of work

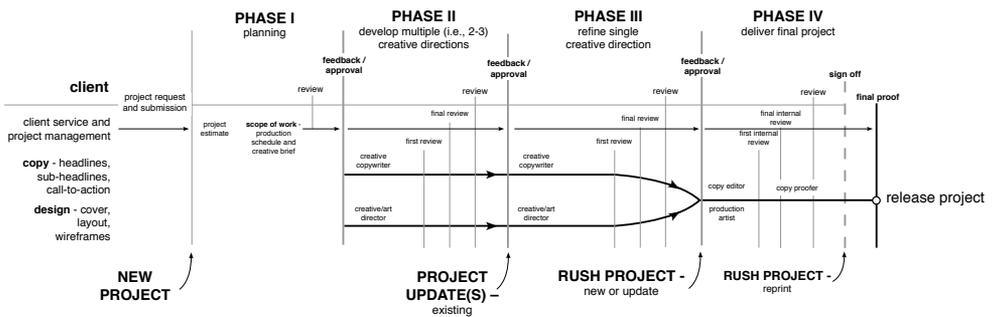
PHASE II—establishing creative direction

PHASE III—developing and refining the end-product based on the scope of work

PHASE IV—releasing the final file

For more details on our workflow, please contact your marketing specialist or visit ipfw.edu/mc

Creative Development Process—a graphic representation



APPROPRIATE PROJECTS INCLUDE:

New projects

Redesigns =
Phase I tasks

Updates =
Phase III tasks

Reprints =
Phase IV task

VISUAL IDENTITY or GRAPHIC IDENTIFIER

e.g., omnibus
e.g., tapestry
e.g., athletics
e.g., alumni
etc.

PRINT

catalog—cover and layout
brochure
postcard
poster (external)
flier (external)
stationery suite—administration
other—tbd

INTERACTIVE

website
microsite
landing page
html email
social media identity
web promo graphic
graphic design—various

WE SUPPORT OUR MISSION THROUGH UNIVERSITY STANDARDS, DIGITAL ASSETS, AND PROJECT SUPPORT

Marketing Communications develops and maintains the following tools to help campus and vendors achieve the best results for marketing initiatives.

▼ **IPFW IDENTITY SYSTEM**—helps the university consistently communicate engaging messages and visual identity. Establishing a strong identity is an ongoing, collaborative effort and Marketing Communications is your partner. To assist you in your day-to-day efforts, we've provided the following resources through our microsite:

- Guidelines for using university trademarks and signatures
- Information Architecture Standards
- Features and Benefits of IPFW
- Editorial Style Guide (also found at ipfw.edu/style-guide)

Access IPFW Identity System at identity.ipfw.edu

▼ **PHOTOS AND SIGNATURES**—we provide both photo and signature catalogs as resources for your marketing projects, presentations, and more. To get started, visit ipfw.edu/photo-catalog or ipfw.edu/signature-catalog

Here's what you will find:

- Web-based digital asset catalog
- Catalog of IPFW Identity System assets, including trademarks and more (Remember to contact IT Services for a password)
- Repository for IPFW Identity System signatures
- Photo catalog of IPFW people, buildings, events, activities, and more
- Completely searchable for easy access

Access Vault at ipfw.edu/vault

▼ **TEMPLATES**—as the IPFW campus is encouraged to create marketing materials for internal (on-campus) audiences, Marketing Communications provides a series of templates as a starting point for creating print material that:

- Enables the campus to create internal marketing material
- Supports the IPFW Identity System
- Extends the IPFW identity across campus
- Meets IPFW Information Architecture Standards

Access the templates at ipfw.edu/templates

- ▼ **TEMPLATE TRAINING**—available based on need
 - Marketing Communications will provide training sessions throughout the year to familiarize the campus with university standards, tools, and protocol
 - IT Services' User Technology Support (UTS) is available for training for specific applications, such as dotCMS, desktop publishing, InDesign, etc. If you have questions about using templates, please submit a job request with IT Services to ask for a personal training session
- ▼ **MARKETING AND PHOTOGRAPHY REQUEST FORMS**—submit requests for Web, digital projects, print pieces, and photography at ipfw.edu/marketing-requests. If you'd like to have your department event photographed, cameras are available from the IT Services' Studio M
- ▼ **ARTWORK APPROVAL FORMS**—if you have created your own artwork for a project, please submit it to Marketing Communications for review. For more information, contact Lea Ann Powers, creative director, at leaann.powers@ipfw.edu or **260-481-6163**

TECHNICAL SKILLSETS AND COMPETENCIES—WHAT YOU NEED TO KNOW ABOUT ROLES AND RESPONSIBILITIES

Because the skill-sets and competencies necessary to support integrated marketing communications efforts are technical in nature, we are organized by these functions:

- ▼ **MARKETING AND CLIENT SERVICES**—responsible for all client support, including understanding client need, the scope of work, and delivering required end product
 - **EXECUTIVE DIRECTOR OF MARKETING COMMUNICATIONS/CHIEF MARKETING OFFICER**—accountable for all university marketing communications needs and projects
 - **MARKETING SPECIALISTS**—as the “client ambassadors,” marketing specialists are the primary points of contact for all marketing projects and oversee all client communication and support services
 - To learn who your marketing specialist is, visit ipfw.edu/marketing-specialists
- ▼ **OPERATIONS**—schedules all Marketing Communications projects and ensures ongoing support is provided. For more information, contact Tina Ostermeyer, operations manager, at tina.ostermeyer@ipfw.edu or **260-481-6428**
- ▼ **CREATIVE SERVICES**—establishes university identity standards and meets client needs through copywriting and visual design services

ROLES AND RESPONSIBILITIES *CONTINUED*

- **COPYWRITING**—team of creative, editing, and proofing copywriters who use words and expressions to meet client needs through print, digital, and experiential media.
Learn more at ipfw.edu/copywriting
- **VISUAL DESIGN**—team of graphic designers who work in print and digital media.
Learn more at ipfw.edu/visual-design
- ▼ **INTERACTIVE DESIGN**—team of Web designers and developers who meet client needs through interactive design for Web, mobile, and HTML email.
Learn more at ipfw.edu/mc-interactive
- ▼ **SOCIAL MEDIA**—manages the registration of university social media profiles; offers clients training and creative guidance.
Learn more at ipfw.edu/social-media
- ▼ **PHOTOGRAPHY**—works with the creative services team to capture marketing images and is available for taking university portraits. If you'd like to have your department event photographed, cameras are available from the IT Services Studio M.
Learn more at ipfw.edu/photography

CLIENT FEEDBACK AND PLANNING ARE CRITICAL—YOU CAN MAKE A DIFFERENCE

Clients provide the necessary technical expertise and act as subject-matter experts in their respective disciplines. Therefore, client feedback is absolutely critical to ensuring project objectives are met in a timely, high-quality, and brand-appropriate manner. Our marketing specialists will work with clients to identify the project's objective, develop an agreeable scope of work and production schedule, and solicit relevant feedback.

Here are some marketing industry best practices for providing meaningful feedback:

- **STAKEHOLDER APPROVAL**—to expedite projects and use resources wisely, make sure new content submitted or feedback provided has been reviewed and approved by all necessary stakeholders before submitting to Marketing Communications. And, all feedback should be consolidated—provided in a single document at one time.
- **BE SPECIFIC**—make your feedback factual and specific; convey what is wrong and how to fix it. Ideally, this does not mean rewriting the copy yourself, but providing specific, factual changes and corrections so the copywriter can incorporate your changes.
- **REMOVE EMOTION**—it is natural to react emotionally to a design or copy and immediately think, “I love it!” or “I hate it!” When providing feedback, it is much more effective for us to understand your rationale for loving or hating something through objective feedback.
- **REVIEW COPY AS A CUSTOMER**—if you review with pen in hand, you are probably reviewing as an editor. Instead, review from the customer's point of view. Ask, “If I were a customer, would this get my attention? Would I be moved to respond?”

FEEDBACK AND PLANNING *CONTINUED*

- **CHECK THE FACTS**—when finalizing content, be sure names, titles, academic degrees, addresses, phone numbers, email addresses, URLs, dates, locations, and other factual data are correct. If the editorial staff fact checked all data, our turnaround time would significantly increase.
- **WHEN IN DOUBT, CALL**—even with the clearest direction, there may be times when you have questions about edited copy or new content. It is always best to have open dialogue.
- **THE FEWER LEVELS OF APPROVAL THE BETTER**—everybody has a different opinion of what is in the best interest of the target audience. By trying to please a committee, you often end up with content that is too spread out and watered down, with no strong message or point of view. Four reviewers or less is ideal. The fewer revisions made, the better.
- **CONSIDER LETTING COPYWRITERS REWRITE**—it is most effective for copywriters to rewrite copy. If you want changes made, convey them to the marketing specialist so that the copywriter can revise. Please do not dot i's and cross t's. The copywriter is an expert on the use of language as a marketing tool and IPFW editorial standards.
- **TWO ROUNDS OF EDITS**—it's best to have no more than two rounds of edits to ensure resources are used wisely and help avoid errors that can occur when a file is opened. By round two, you should be updating for errors/factual changes and not wordsmithing.

Portions excerpted from “How to Review and Approve Copy,” *Copywriter’s Handbook*, by Robert W. Bly

Some points to consider during the review process

- ▼ **INFORMATION ARCHITECTURE STANDARDS**—
 - Editorial
 - Design
 - Photography
 - Interactive
 - Social media
 - Graphic identifier
- ▼ **COPYWRITING**—
 - Headline and sub-headline actionable, engaging standards, not tombstone headlines
 - Calls-to-action
 - Body copy length and directives, if appropriate
 - Easy-to-read, vernacular style (unless audience is academic)
- ▼ **GRAPHIC DESIGN**—
 - Use of background images, color, and textures
 - Photography
 - Typography
 - Layout

Planning ahead helps projects meet expectations

As part of determining your project's scope of work and as highlighted earlier in this guide in "Understanding Our Workflow," our marketing specialists will develop a mutually agreed-upon production schedule to approve and initiate all marketing projects. This document will define the clients' and Marketing Communications' understanding of the project requirements, timing, and final deliverables.

Planning before beginning project work will help set expectations between both parties, which increases the likelihood that projects will be delivered on time and meet or exceed client expectations in a brand-appropriate manner. Our iterative workflow does, however, require client feedback and approval and, as such, must be provided during the agreed-upon time frame. Projects are otherwise subject to delays. Determining the scope of work ahead of time also helps to minimize "scope creep," where a project incurs unplanned additions or changes that expand the resources and budget. When this occurs, the marketing specialist will let the client know and next steps will be determined together.

Your feedback is important

As our client, your feedback is important to us. If you have any input regarding this guide or Marketing Communications in general, please contact Jack Patton, executive director of marketing communications, chief marketing officer, at 260-481-6710 or jack.patton@ipfw.edu

Can we help you with a service request?

1. Submit a request at ipfw.edu/marketing-requests
2. If you have questions before submitting the request, contact your marketing specialist

Learn more at ipfw.edu/mc