

**From: NNMC Communications & Marketing Dept. (NCAM)**  
**Part 2: Guidance on Marketing/Design Projects and Campaigns**

Greetings Northern Community,

“PART 2” guidance addresses more complex marketing/design projects and campaigns that often involve multiple parts and several team members. Please observe the following guidelines.

(Both Part 1 and Part 2 are available on the [Communications & Marketing webpage](#).)

**Guidelines for Marketing & Design projects & campaigns**

- **Please allow Communications at least two weeks to deliver design projects, and longer for major event planning and complex campaigns.** It is your team’s responsibility to provide the information necessary for the project and to be timely and responsive to project needs.
- **Assign one Project Contact from your team** and we’ll assign a Comms Contact to work with you.
- **Resolve project details amongst your team *before* communicating decisions to us.** Please manage your own email discussions while gathering required information or proofing the draft materials.

**Project Workflow:**

- **After receiving your initial request, the Comms Team will schedule an initial project consult with your team.** Anyone with an important role in the project should be present.
- **First pass: After the initial meeting, the Comms Team will develop first pass drafts** of your project (text/artwork, etc.) and submit them to your Project Contact. The Comms Team may request additional information to complete this stage.
- **Second pass: If your team has edits,** the Project Contact communicates those changes clearly (in writing or markup) to the Comms Contact and we will produce a second draft. You can request a second meeting with Comms to discuss changes.  
**If no changes are required,** proceed to the next step to ensure the project is ready for distribution.
- **PROOFING the FINAL:** The Comms Contact will send a “Final” to the Project Contact. It is the responsibility of the Project Contact to make sure their team and any auxiliary parties have thoroughly proofed and approved the final material(s). Please double check dates, times, locations, etc. Read the text for typos, missing words, punctuation errors, or miscommunications. Check that your links work and attachments are correct.
- **FINAL APPROVAL to publish:** Once all Project Team members and auxiliary parties have approved the final material, the Project Contact will give final approval (“Good to go!”) to the Comms Contact to distribute the material.

**Questions?** Contact us at [communications@nnmc.edu](mailto:communications@nnmc.edu)