

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

“Part 1” guidance addressed broadcast and social media requests.

This “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 one to 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.

Project Workflow:

- **After receiving your initial request, the Comms Team will schedule a project discussion and planning consult with you and 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 person, or in writing) to the Comms Contact and we will produce a second draft. Either team can request a second meeting/call to discuss changes.

If no changes are required, proceed to the next step to ensure the project is ready for distribution.

- **CLOSE: Proofing the final:** Comms 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