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## ASUB Standard Operating Procedure – 4503

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### Standard Operating Procedure Synopsis

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Title: **MARKETING PRODUCTION REQUESTS PROCEDURES**

Approval Date: September 6, 2023

Revision Date, if applicable:

Review Month: September

Responsible Officer (RO): Associate Vice Chancellor for Institutional Advancement

Standard Operating Procedures Manager (PM): Director of Marketing and Public Relations

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#### A. Purpose and Scope

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This procedure outlines the process used by the marketing and public relations office to oversee the creation and production of all graphics and marketing materials, both in-house and off-campus, that promote Arkansas State University-Beebe's academic programs, student services, and campus events. This includes both digital and printed materials.

Additionally, this procedure outlines the process for receiving approval on materials produced outside of marketing prior to distribution.

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#### B. Definitions

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*Website updates* – Website updates include adding or deleting content, including text, videos, photos, graphics, pages, links, etc.

*Printed materials* – Printed materials include but are not limited to flyers, posters, brochures, postcards, schedules, booklets, program cards and pamphlets that will be posted for public view on ASU-Beebe campuses or distributed to students or members of the community for the purpose of promoting ASU-Beebe's academic programs, student services and campus events. This includes all printed materials, both those that are printed in-house on ASU-Beebe campuses and materials printed off-campus through an approved vendor.

*Digital materials* – Digital materials include but are not limited to videos, flyers, posters, brochures, postcards, schedules, booklets, program cards and pamphlets that will be posted digitally on the ASU-Beebe website or official ASU-Beebe social media pages for the purpose of promoting ASU-Beebe’s academic programs, student services and campus events.

*Marketing help ticket* – An email sent to marketing at [marketinghelp@asub.edu](mailto:marketinghelp@asub.edu) from a user requesting assistance with printed or digital materials.

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## C. Procedures

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### Request to Update Website

To request the marketing and public relations office to update the website, [www.asub.edu](http://www.asub.edu), at least **three business days prior** to the desired update:

1. Compose an email to [marketinghelp@asub.edu](mailto:marketinghelp@asub.edu).
2. In the email, provide a link to the page(s) needing updates. Include specific information about what needs to be changed, removed and/or added to the page.
3. Send email to generate a marketing help ticket.
4. The request will be reviewed by the director of marketing and public relations or the digital marketing specialist who will make the necessary changes to the site within three business days of receiving the ticket. For changes that cannot be performed in-house by the marketing and public relations office, these will be forwarded to the website vendor for revisions, which may increase the production time depending on the complexity of the changes.

### Request to Create or Update Printed and Digital Materials

To request the marketing and public relations office to create or update printed materials that will be printed on campus or digital materials that will be distributed on or off campus, at least **three weeks prior** to the desired in-hand date:

1. Compose an email to [marketinghelp@asub.edu](mailto:marketinghelp@asub.edu).
2. In the email, provide detailed information about the program or event, including contact information and the five W’s: Who, What, When, Where and Why.
3. Describe the print or digital items needed, including materials, size, date needed, purpose of the item, where it will be distributed and design concept.
4. Send email to generate a marketing help ticket.

5. The request will be assigned to an appropriate marketing and public relations office staff member who will collaborate with the requestor through the ticket system to develop the materials.
6. A proof of most materials will be provided within five business days of receiving the ticket, depending on the scope of the project and the volume of requests already in the production queue. Marketing reserves the authority to prioritize projects based on need, deadline, complexity, size, etc.
7. The requestor shall provide any necessary revisions to the graphic designer within three business days of receiving the proof.
8. Once the proof is approved by the requestor, a final proof will be provided to the director of marketing and public relations for final approval.
9. The director of marketing and public relations will provide any necessary revisions within one business day of receiving the final proof. If no revisions are required, the director of marketing and public relations will provide final approval within one business day of receiving the final proof.
10. To ensure consistent quality, after revisions are made and final approval is received from the director of marketing and public relations, materials may be printed on the department's color copier or via the ASU-Beebe print shop and distributed accordingly.

### **Request to Approve Materials Designed Outside of Marketing**

To request the marketing and public relations office to approve materials designed outside of marketing that will be printed on campus or digital materials that will be distributed on or off campus, at least **two weeks prior** to the desired publication and distribution date:

1. Compose an email to [marketinghelp@asub.edu](mailto:marketinghelp@asub.edu).
2. In the email, provide a proof of the item for review, feedback and approval by the director of marketing and public relations or the public relations coordinator.
3. Describe the date needed, purpose of the item and where it will be distributed.
4. Send email to generate a marketing help ticket.
5. The request will be reviewed by the director of marketing and public relations or the public relations coordinator who will provide any necessary revisions to the requestor via the ticket system within two business days of receiving the ticket.
6. To ensure consistent quality, after revisions are made and final approval is received from the director of marketing and public relations, materials may be printed on the department's color copier or via the ASU-Beebe print shop and distributed accordingly.

## **Request to Approve Materials for Off-Campus Printing**

To seek approval for off-campus printed materials, follow the appropriate procedures above with these additions:

1. Production time can vary for off-campus printing. Allow **6-12 weeks lead time from the date the materials are needed** for off-campus printed material projects to allow sufficient time for creation, revision and production.
2. All printed materials must comply with Amendment 54, Arkansas Competitive Bidding for Printing Contracts.

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### **D. Related Information**

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[Arkansas Competitive Bidding for Printing Contracts](#) (external link)

Marketing and public relations office help ticket email address: [marketinghelp@asub.edu](mailto:marketinghelp@asub.edu).