Notification Policy & Processes

The Office of Media and Communication (OMC) in the College of Arts and Sciences (A&S) is the primary facilitator for the disbursal of news and events from our College to other units and organizations on and off campus. **We depend on our faculty, staff, and students to share necessary details and information for any accomplishments, events, and other items we promote.** Our office also assesses and publishes items submitted for inclusion on IPFW’s main events calendar. We can help departments publicize events electronically, and can help prepare, submit, and monitor the release of information intended for inclusion in publication through the Chancellor’s Office, various IPFW-level offices on campus, and external media outlets.

College faculty, staff, and students may share their information with both the OMC and the Chancellor’s chief communication officer (CCO). We can work with individuals to prepare news for the CCO or other offices. OMC can help promote events, accomplishments, and other news through both traditional and new media. Information to share with OMC includes but is not limited to:

- On or off-campus events organized by A&S faculty, students, clubs, and/or departments.
- Events involving A&S faculty, students, clubs, and/or departments.
  - For example, facilitating a political debate, participating on a panel discussion at Science Central, or giving a talk or reading at ACPL.
- Research and other grant awards.
- Television/radio/web show interviews.
- Research and other professional awards.

Other details are provided below. Also, please let OMC know if there are items we need to add, clarify, or rework.
1 – General Procedures
1.1 Time Needed for Circulation

Events:

- In general the more time we have, the more headway we can make with the circulation of information. Also we assume you know your audience best, so please help us to ensure that promotions are not limited to just OMC and the CCO’s office. To that end, we are happy to help you start a department-level contact list/database.

- Time needed (best case scenarios):
  - 6–8 weeks if media must be developed
    - Due to staff limitations, prior permissions must be attained through the Dean before we work on departmental media.
    - Please note that flier, poster, brochure, and other templates are available on the Marketing Communication website here.
  - 3–4 weeks for general circulation when media is already prepared
  - 2 or fewer weeks is less effective, but we can at least promote any electronic media available to promote the event.

- IPFW Calendar
  - At present, OMC can place events on the IPFW calendar for all College staff.
  - Once calendar training is available to all employees, departments will be responsible for completing the online calendar form to post events to the new online calendar.
  - OMC has been trained to approve and publish all COAS calendar submissions.

Awards, grants, and other commendations:

- Send full details as soon as possible, but ensure that press moratoria or sunset dates are clearly communicated.
- Links and photos should be sent and cleared for use as well.

Major publications or conference presentations:

- Send prior to publication or presentation, but ensure that any press moratoria or sunset dates are clearly communicated
- Links and photos should be sent and cleared for use as well.

Student and alumni news:

- Often students are more comfortable communicating with their mentors than us, it helps if you can inform students that information is being shared and/or they will be contacted by someone from OMC. It ensures that the students know we are legit and what we are asking of them.
- Please send current email contact for any recommended student.
The details we need are the same listed above. We also promote major internship, scholarship, research, and related commendations.

We also welcome the opportunity to work with students who may want to write a story for one of our general publications.

1.2 Liberal Arts Building Lobby Monitor

- The OMC manages the display in the Liberal Arts first floor lobby.
- We can advertise any COAS or COAS-related class, event, accomplishment, or award. Undated materials will be removed at the end of each term. Dated materials will be removed after their sunset date.
- Information will be displayed as a wide-screen, landscape-aspect PowerPoint slide.
- Slide submission guidelines, see section 3.1
- We can provide slide templates upon request.

1.3 Social Media

- OMC handles multiple social media accounts:
  - Facebook
  - Twitter
  - YouTube
  - Flickr
  - Future: Instagram
- If you would like us to post something to one of our social media pages, please:
  - Email the Director.
  - Include the necessary details for event or story promotion (see sections 2.1 and 2.3).
  - Include relevant picture(s).
    - On social media, posts with pictures get more views and “likes” than those that do not.
- We can also share posts from your department’s social media, just let us know which post you would like us to “like,” share, or otherwise cross promote.
- If you need help setting up a department social media page, please contact ITS. If you need help increasing your social media reach, please contact OMC.

1.4 Camera Rental

- OMC has a digital camera available for department events.
- To borrow the camera:
  - Email the Publications Assistant with your reservation information.
  - Provide the date(s) and time(s) of your event.
  - Provide the approximate time you (or a representative) will pick the camera up from LA 102—this ensures someone is available when you arrive.
• The camera is an easy-to-use point-and-shoot model, but if you have any questions, we will be happy to answer them.

1.5 IPFW Calendar Requests
Until all faculty and staff are trained, events for the new web-based IPFW calendar must be sent to calendar publishers. Please contact the Director if you want an event posted.

A few basics:

• All COAS faculty and staff will be able to submit events to the new calendar.
• An event photo should be provided with the details (770 x 400 pixels).
• All COAS events will be assessed through the OMC before they go live.
• Incomplete submissions will not be posted until all necessary details are included.
2 – General Event / Success Story Promotion

The more time we have to work with information, the better. OMC can help track stories sent to the Chancellor’s and other offices. Please note that IPFW’s main communications officers do not always inform us of submission from A&S, but we will always inform them when we receive relevant information that should be tracked.

Notifications can be shared by faculty, staff, students, alumni, and our community partners. Items we promote include but are not limited to research, professional, and community awards, conference presentations, publications, scholarships, fellowships, etc.

2.1 General Success Stories

- How we can help:
  - Publicize via *Endeavors*.
  - Post news on College of Arts and Sciences social media sites.
  - Connect with the IPFW Communications Office for inclusion in From the Desk of the Chancellor, the IPFW news blog, and/or IPFW social media.
  - Display news on the digital signage in the LA lobby.
  - Digital images can be shared through our Facebook or Flickr pages.

- What we need:
  - Full names, titles, and affiliations of everyone involved and their contact information.
  - Majors/minors/certificates and graduation years or class rank.
  - Relevant dates.
  - Title of awards, fellowships, granting organizations, and so forth.
  - Description of the grant, event, accomplishment, etc.
  - Photo(s) that can be used in any promotion.
  - Relevant links (for example: if you have recently published a book that is being sold through a website, your conference presentation or grant/award details can be found online, another entity has written about you and/or your accomplishment, etc.).

- You may write your own blurb to be publicized, but please note that we may need to change the text for clarity or to adhere to the IPFW style guide.

2.2 Article-Length Stories

- If you have an idea for an article that could be featured in *Endeavors* (digital or print), in another campus publication, or as an IPFW press release, let us know! We have published pieces by faculty members such as ILCS chair Ana Benito’s “Monolingual Myopia.”
- If you wish to submit a story idea:
  - Please contact the Director with your idea.
  - Provide contact information for anyone involved.
  - Provide a brief description of the article idea, and how it might be relevant to our readers (remember that for *Endeavors*, the audience is very broad).
2.3 General Event Promotion
Any A&S or related event that has its own media (electronic or web-based is preferred) can be promoted. If you need assistance creating media, see section 2.4 for marketing project information.

• How we can help:
  o If there is an event webpage or similar post made through social media, we can share the URL through our social media sites.
  o Until training is available, we can add your event to the IPFW calendar.
  o We can share items that are in .doc/.docx, .pdf, .rtf, and .jpg/.jpeg format electronically. We can work with .png files, but only from our campus workstations.
  o We can provide a “point and shoot” camera for your department’s use. In some instances, we can send someone out to take pictures of your event.
  o We can also place information on the monitor in the LA lobby (see section 3.1 for slide guidelines) and connect with IPFW’s CCO for further promotions.
  o Any pictures of events can be publicized afterward through our Facebook or Flickr pages.

• What we need:
  o Any media created to promote the event, preferable electronic, such as Facebook event page, flier .pdf/.jpeg file, or event website.
  o If media is not readily available,
    ▪ Date of the event.
    ▪ Names, titles, affiliations, and contact information of people involved (presenters, moderators, etc.).
    ▪ A brief description of the event, written for a broad audience.
    ▪ Photo(s)

2.4 Special Marketing Projects
Sometimes we are asked to help with special marketing projects for College of Arts and Sciences’ and other departments. This can include high-profile lectures, conferences, symposia, and the like. Special projects must be approved by the Dean of the College of Arts and Sciences prior to contacting OMC, but feel free to contact the Director, if you have questions before asking the Dean.

• How we can help:
  o Media creation, printing, and distribution.
  o Troubleshooting for creating a web- or social media site with event information.
  o Marketing on social media sites (Facebook, Twitter, etc.) and Endeavors.
  o Connect with the IPFW CCO for press releases.

• What information we need:
  o Dates of the event.
  o Any specific deadlines.
o A list of specific needs.
  - Examples: website, fliers, posters, PowerPoint display for the LA monitor, pamphlet for the event, social media promotion, etc.

o Contact information for the person in charge of the event and anyone else who will be involved.

o Abstract about the event, organizers, and such.

o Cost center and fund information for printed materials (if applicable).

o All language for print materials (if applicable):
  - Examples: biographies of presenters, description of the event for fliers. See sections 2.1, 2.2, and 2.3 for more details.

o Photography for print and online (if applicable):
  - Examples: photos for the website and social media pages, pictures of the presenters (if needed for a program), etc.

2.5 Promotional Materials for Classes
• We cannot create fliers for you, but we can post them
  o To the LA lobby display monitor (see 3.1 for formatting guidelines).
  o On our social media sites.
  o On our door (as long as we have room).
3 – Other Avenues for Promotion

3.1 Digital Signage
OMC manages the display in the Liberal Arts first floor lobby. Here are some guidelines:

- Please send your slide(s) to the Director.
- Please submit slides for upcoming events 2-4 weeks before the event.
- Slides must be submitted in wide-screen, landscape size (16:9).
  - In Windows 2013, this option is found under the Display tab, then click the “Slide Size” option in the upper right corner.
  - We accept slides in .pptx, .jpeg, or .png in a 16:9 landscape orientation (1280 pixels x 720 pixels).
- Please note that non-standard PC fonts often appear skewed on the monitor. Mac users: Please save your PowerPoint slide as a .jpeg to avoid any font issues.
- We can provide PowerPoint templates upon request.

3.2 Major Factor
If you wish to nominate an outstanding student for the Major Factor series, please:

- Inform the student that we will be contacting them.
- Contact the Director with your student referral.
- Provide a brief statement about the student (so that we can better prepare questions for the interview).
- Provide a current email address for the student.

3.3 Faculty in Focus
If you want to nominate a faculty member for our Faculty in Focus series, please:

- Email the Director with your referral information.
- Provide a brief statement about the faculty member, their research, and why they’re being nominated.
- Provide an email address where we can reach the faculty member.

If you are contacted about being interviewed (or wish to nominate yourself), please note:

- If you have any specific topics you want included in the video (a new book publication, service learning, etc.), please let us know beforehand.
- You may include visual elements to the video (in fact, we encourage it), but there are some specifications:
  - If you want to show images during the video interview (see Peter Dragnev’s video), please provide .jpeg, high-resolution versions that can be inserted into the video, so the audience can better see them.
  - Images must be at least 300dpi (any lower and they will become too pixelated).
We favor landscape images over portrait orientation, though both can be used.

3.4 Branded Materials
OMC creates branded materials for the College of Arts and Sciences. If you are interested in obtaining A&S branded materials, please contact the Director. If you are interested in branding similar materials, we can also introduce you to the vendors we use or suggest others.

Current materials available:

- Pens
- Bags
- Coffee mugs
- Men’s / women’s polo shirts
- 2-pocket folders
4 – College of Arts and Sciences Websites

4.1 Website Creation
- OMC creates and manages all of the College of Arts and Sciences’ main pages, except for the faculty governance pages.
- Department websites are created and maintained by individuals in departments (though we do provide troubleshooting, see 4.3).
- We review all College of Arts and Sciences webpages annually.
- We also promote events on our main landing page. See item 2.3 for more about event promotion.

4.2 College of Arts and Sciences Web Requests
- If you see an error or outdated information about your office, program, or department on the College of Arts and Sciences main pages, please do the following:
  - Email the Director about the problem/request.
  - Include the complete address / link to the webpage in question.
  - If you can, provide the corrected information, new files, or other details.

4.3 Dot CMS Troubleshooting
- While we do not create department websites or train web editors, we can help with website troubleshooting.
- If you are a new web editor or need a refresher course, please contact ITS for dotCMS training.
- We also are in the process of identifying “super users” in each building who could help others when we are unavailable. More information will follow.
- If you need help setting up a page or any element of your website, please:
  - Email the Director.
  - If there is a problem about a specific page, include that page’s web address.
  - Provide an explanation about the problem (screenshots can be very helpful).