

# Communications Request Procedure – Team Dynamix

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## Purpose

The Beach Shops Communications department is the only department that has been approved to create and design marketing and graphics materials on behalf of the organization. Departments are restricted to operational signage for internal use. Marketing and templates used should be vetted and approved by Communications for record keeping and alignment with overall messaging and branding.

## Communications Request Definition

A Communications Request Form enables the User to clearly outline specific marketing/graphics services, materials, or information required to execute projects or services they are working on. It establishes a streamlined communication between a department to the Communications Department.

Communications Requests can be made for the following items:

- Graphics Images
- Flyers, Posters or Banners
- Postcards or Table Tents
- Social Media Posts
- Web Rotators or Banner

## Guidelines

Please refer to the following guidelines and definitions in order to complete the Communications & Graphics Request Form:

- All orders will need to be submitted via departmental managers who will have the authority to make a request along with having the details needed to complete this request.
- Type of Request definitions and turnaround times:
  - General updates indicates that minor revisions need to be made on existing graphic/marketing material with no new design work required.
    - Turnaround time would be at least 10 business days.
  - New Design indicates the need for basic graphics artwork on marketing pieces such

as a directional flyer and/or in-store sign that will not require any social media or online marketing.

- Turnaround time would be at least 10 business days.
- The following type of project requests would require a meeting with the Communications Team and a turnaround time of at least 30 business days.
  - A Special Project would entail requesting a series of either graphics images and/or marketing materials to support a new services, program or location opening.
  - A Special Event Request is one that would entail a series of either graphics images and/or marketing materials to support a specific departmental or divisional event that has been scheduled.
  - A Marketing Campaign refers to a request submitted that would involve organizing strategic activities to promote a department's goal and/or business objective.
- The term "Target Audience" refers to a specific demographic that these projects would be created for such as CSULB students, parents of CSULB students, alumni or general customers.
- "Project Needs" defines the purpose of the project whether that would be for higher merchandise sales, communicating new services, informing customers of a new menu item, etc.
- "Public Relations" refers to the potential for a project to be "newsworthy" such as a new service which would enhance the 49er Shops reputation on campus or highlighting an item that would enthusiastically appeal to a large demographic of customers.
- Web elements denote any type of element present inside a webpage that would need to be updated or included like dropdown lists, links, content updates, new buttons, etc.

### Procedure for Submitting a Request Form


Please use the following guidelines in order to submit a Communications Request Form:

- Fill Out the Communications & Graphics Request Form (see Exhibit A):
  - Forms are available electronically in the Communications Folder on the Shared Drive
  - The document is created as a fillable PDF to easily input the required information
  - As a general guideline, the more detailed the information included on this form, the sooner the project can be successfully completed.
- Submit the Form:
  - The forms will need to be submitted online through the Team Dynamix platform
  - Go to <https://www.csulb.edu/beach-shops/student-auxiliary-enterprises-support-services>

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- Under the Request Support Box on the upper right-hand side of the webpage, click on **Web Content and Communications Request**.
  - Click on the **Request Service** button on the upper right-hand side of the webpage
  - If you are not connected through the campus Single Sign-On, then you will be asked to log-in at this point.
  - The next webpage will allow you to Open a Ticket with the Forty-Niner Shops, specifically for the Communications Department.
  - For the Nature of the Request, please click **Service Request**
  - For the Subject Field, include the same Project Name for your Communications Project that was detailed on the Communications & Graphics Request Form
  - For the Detailed Description, please detail any additional information for this request which could include:
    - Additional staff members to be included in the communication for this request
    - Information about the due date for this project
    - Any additional content that will help the team complete this project
  - Under **Attachment**, please include your filled out Communications & Graphics Request Form
    - Depending upon the content needed for this project, you can also attach a Microsoft Word Document at this time.
  - Then click on the black box that says “Request”
- Receive a Confirmation E-Mail
    - A confirmation email will be sent to your email inbox immediately after you submit your request
    - The request is also submitted immediately for review to the Communications staff to review that all pertinent information has been included in order to process this request.
    - From there, it will be forwarded to the appropriate staff member in order to complete whether that be graphics, social media, web creation or a combination thereof.
  - Review & Approve your Order
    - When a request is completed, a proof draft will be e-mailed for approval. If changes are needed, then please include detailed information on that email for these edit and additional proofs will be sent as needed.

Please be aware that each revision takes time to create. As such, it is recommended to provide all information needed to complete a project before a request is submitted.
    - If the order is approved, send a written approval via email so that it can be finished whether that is through sending the graphics to print, posting onto our social media platforms, etc.

## Exhibit A

<div>  <b>COMMUNICATIONS &amp; GRAPHICS REQUEST FORM</b> </div>			
Manager Name		E-mail Address	
Date Submitted	Department	Ext	
Project Name		Desired Completion Date	
<input type="checkbox"/> <b>NEW PROJECT</b> <i>(If this is an Event or Marketing Campaign, it will require a meeting with Marianne Russo beforehand.)</i>			
<input type="checkbox"/> <b>REVISION of Previous Project</b> Approximate date and name: _____			
Target Audience: _____		Project Needs: _____	
<b>Please allow at least 10 WORKING DAYS for all general updates and revisions. For new projects or events please allow 30 days.</b>			
Submit all text needed for this request via an attached Microsoft Word document. All other content (ie. photos, illustrations, spreadsheets, example of graphics) must be included digitally as an attachment through the Team Dynamix online request.			
<b>Project Type:</b> <input type="checkbox"/> Postcards <input type="checkbox"/> Table Tents <input type="checkbox"/> Flyers <input type="checkbox"/> Sales Template <input type="checkbox"/> Poster <input type="checkbox"/> Web Rotator <input type="checkbox"/> Web Banner <input type="checkbox"/> Enplug Screen <input type="checkbox"/> Business Card <input type="checkbox"/> Other (specify): _____	<b>Size</b> <i>(Check all that apply)</i> <input type="checkbox"/> 22 x 28 in <input type="checkbox"/> 8.5 x 11 in <input type="checkbox"/> 11 x 7 in <input type="checkbox"/> 4 x 6 in <input type="checkbox"/> Other (specify): _____	<b>Printing/Finishing</b> <i>(Check all that apply)</i> <input type="checkbox"/> Copy Center <input type="checkbox"/> Outside Printer <input type="checkbox"/> Electronic (PDF) <input type="checkbox"/> Other (specify) _____	<b>Description of Project</b> <div style="border: 1px solid black; height: 300px; width: 100%;"></div>
<b>Public Relations</b> <input type="checkbox"/> Is this something that is potentially newsworthy.	<b>Color Information</b> <i>(Check all that apply)</i> <input type="checkbox"/> B&W <input type="checkbox"/> Color	<b>Web Elements</b> <input type="checkbox"/> Please post to Website <i>(Specify Below)</i> _____	
<b>Social Media</b> <input type="checkbox"/> Please post to social media sites.	<b>Quantity</b> <i>(Specify Below)</i> _____	<b>Photography:</b> <input type="checkbox"/> Do photos need to be taken? <i>(Specify Below)</i> _____	
Date: _____			

A PDF file of the finished design will be sent by email for proofing of copy, design and content. Changes can be made directly to this PDF or in an email sent to the Comm team at the following address:  
fns-communications@csulb.edu