

THE UNIVERSITY *of* MONTANA WESTERN

Department of Communications

Procedures

Printed and Digital Publications, Promotional Materials & Advertising Projects

- All proposed official publications and projects must be approved for substance, content, and budget by the appropriately responsible area director before the Communications Department [project request process](#) is initiated.
- All materials and surfaces (wall art, signs, t-shirts, decals, plaques, soft goods) that officially represent the university must use the appropriate university logo(s) and be approved by the Communications Department.
- The Communications Department appreciates advance notice when planning begins on a large or complex project (or if the client hasn't requested the same project previously) to provide guidance and ensure a successful final product.
- Off-campus clients are welcome to request materials and printing services, however, university-related projects and timelines will be given deadline priority.

Project Timelines

- The average publication (flyer, program, poster, simple brochure, etc.) takes about four weeks in production, which includes design, editing, proofreading, and printing.
- Projects produced to be bulk mailed (a mailing consisting of 200 pieces or more) require a minimum additional 2 weeks (6 weeks total) to ensure completion and delivery time by the desired delivery date.
- Bulk mailed, large format, (projects with completed dimensions larger than 11"x17") and more elaborate publications requiring specialty paper, trimming and folding (i.e. brochures, tickets, booklets, posters, etc.) will take proportionately more time and may require coordinating with third party vendors.
- The Communications Department will maintain contact with the printer or vendor until the printing job is complete.

Requesting Projects

- All proposed publications and projects must be requested a minimum of four weeks in advance of desired completion date (minimum of six weeks in advance for projects requiring bulk mailing) using the Communications Department [online project request form](#). **Every effort will be made to complete requests received with less time than specified above, but these requests may not be able to be accommodated depending on current workload, complexity, and availability of materials.**
- The [request form](#) requires an index code to be provided to charge all costs associated with printing, placing an advertisement, etc. depending on the project. There is no cost for designing a digital version of a project only (i.e. social media graphic).
- The originator of the publication is responsible for managing its distribution (i.e. hanging flyers on campus/in town) and any associated distribution costs (i.e. mailing).

THE UNIVERSITY *of* MONTANA WESTERN

Project Content

- The originator is responsible for the content of the publication. The Communications staff will provide editorial assistance to ensure consistency with university policy, terminology, and style. Final determination of design, typography, photographs, and content changes in copy will be made in consultation with the originator.
- The originator of a publication will be expected to provide copy and will be responsible for stating ideas and conveying information to be included accurately, concisely, and clearly. Further assistance in copywriting and editing will be available from the Communications staff.
- All copy submitted to Communications should be typed and supplied in a digital format (i.e. Microsoft Word document).
- Samples of desired style, layout, and design may be supplied and are encouraged.
- The originator is responsible for factual agreement of the printed text with the original text provided.
- Copy should be complete and cleared as to factual accuracy before submission to Communications.
- Digital proofs will be submitted to the originator prior to printing, during which time corrections or errors should be indicated.
- If a publication requires photographs, the Communications Department should be contacted to provide photography services or to confirm that photographs from other sources will be suitable for the format of the publication.

Campus Announcements

- Official announcements to campus from communications@umwestern.edu can be requested by UMW faculty, staff, and students via email at communications@umwestern.edu at least two weeks in advance of the desired distribution date.
- Announcements may require specific revisions or be recommended to be shared using other communication channels.
- To be emailed to campus groups (faculty, staff, and/or student email list serves), messages must align with the university's mission, policies, and procedures.
- Examples of campus announcements include campus-wide event invitations and scholarship opportunities for students.
- Requests for official announcements that are within the scope of a university department's standard business operations (i.e. student billing notifications, etc.) will be provided a pre-formatted email template that can be used by department staff to communicate this information to the proper parties.

Hiring Announcements

- **When a campus employee (full-time faculty or classified staff member) or volunteer begins a new position on campus, or changes positions, it is the responsibility of the direct supervisor of that employee* or volunteer to email the faculty and staff list serves to communicate the change in positions.**
 - **The Office of the Provost will send out hiring announcements for full-time faculty position announcements.*

THE UNIVERSITY *of* MONTANA WESTERN

- The notification email should be sent at least one week prior to the employee's start date in that position and include the individual's UMW contact information and office location. Including a headshot of the individual and additional biographical information is encouraged but not required. Headshots can be requested in advance by emailing communications@umwestern.edu.
- At the same time, a [website directory update request](#) should be submitted to ensure that the employee's contact information is up to date on the website. Headshots can be requested by emailing communications@umwestern.edu.
- Hiring announcements for contract professionals (directors)/division chairs (and positions above) are also published as press releases on the UMW website. Search committee chairs should coordinate with the Communications Department once the hiring process for these positions are finalized to coordinate announcement efforts.

Press Releases

- Press releases should be requested a minimum of four weeks before their desired publication time using the Communications Department's [online request form](#) to ensure adequate time for writing, editing, approvals, and distribution.
- The Communications Staff may request specific details for the requested release from the originator to expedite the completion time of the requested release. Requests for details that are not provided or not provided in full may delay or prohibit the publication of the requested release.
- All copy submitted to Communications should be typed and supplied in a digital format (i.e. Microsoft Word document).
- Communications staff publish each press release to the UMW website and then distribute it to the local and state-wide media and the UMW Facebook and X (Twitter) accounts. If a specific media outlet is desired, the requestor should specify the desired outlets in advance. Please note that individual media outlets choose the releases they wish to publish. If advertising an event, we recommend [requesting an ad](#) to be designed and placed in the relevant publications to guarantee that members of the public will see the information.
 - Dillon Tribune: ads due the Wednesday before to place in the following week's paper
 - Dillonite Daily: ads due two days in advance of desired publication date(s)

Website Content Updates

- It is the responsibility of academic departments, administrative units, and offices to regularly review their area webpages and [request updates using the online webpage request form](#).
- Updates are made in the order they are received and confirmation the update has been completed will be provided by Communications staff.

Online Website Employee Directory Update Requests

- It is the responsibility of academic departments, administrative units, and offices to regularly request updates to be made to the online employee directory using the [online request form](#) to ensure faculty and staff information is kept up to date.

Business Cards and Name Tags

THE UNIVERSITY *of* MONTANA WESTERN

- New employees automatically receive official business cards and a name tag through the UMW Human Resources Office.
- It is the responsibility of existing employees to place reorders for business cards and name badges using the [online business card](#) and [name tag request](#) forms. Pick up for these orders is coordinated through HR.