WORKING with MARCOM

You have needs. We have ideas. Together, we can craft a strategy to create lasting impressions.

LET’S WORK TOGETHER

Marketing, communication, multimedia, design and Web: The team at Marketing and Communications can help you navigate these worlds. MarCom will turn your creative ideas into reality. Whether it’s an event, a new program, a website update, a social media campaign or beyond, let’s work together to get you – and our University – the best results.

PRO TIPS

• The sooner we hear from you, the better - projects usually take longer than anticipated (four weeks or more) due to unforeseen circumstances.

• Keep the University’s brand and writing guidelines in mind – an important part of what MarCom does is ensure the consistency of written and creative materials according to University guidelines.

• PLEASE NOTE - in an effort to maintain University brand integrity and consistency, we do not create individual logos for departments, programs or student groups.

ABOUT MARKETING AND COMMUNICATIONS AT REGIS UNIVERSITY

Marketing and Communications provides creative and strategic services for the University’s print, digital and multimedia needs.

QUESTIONS?

303.964.6869
marcom@regis.edu
Main Hall 217

PROJECT REQUEST FORM

regis.edu/about-regis-university/marcom/forms
• Client identifies goal, budget, and schedule for project.
• Client inputs this information into the MarCom form: regis.edu/about-regis-university/marcom/forms

START HERE


Note: Most projects require at least 3-4 weeks’ notice from initial kickoff meeting to completion, often more. Please plan accordingly.

KICKOFF MEETING

• Client and MarCom confirm any technical, budgetary or timeline limitations.
• MarCom delivers scope of work to achieve goal.
• Client offers feedback to refine and ultimately accept proposal.

GOALS

CREATIVE FEEDBACK LOOP

3 Rounds or Fewer
In the interest of meeting your timeline, we aim to keep revisions to three rounds or fewer.

• MarCom incorporates client feedback where possible/appropriate.
• MarCom delivers refined product for further review.
• Client either accepts second round or offers one more additional round of feedback/edits.

REFINEMENT

EXPLORATION & DEVELOPMENT

• MarCom develops one to three concepts based on project scope and presents to client.
• Client offers feedback and relevant edits.

• With an approved concept, MarCom applies this concept across all mediums chosen in the Goals phase.
• All final products are delivered to the client for final approval.
• MarCom conducts a final proof of all materials to ensure they meet University style and branding guidelines.
• MarCom delivers/ goes live with the final product.

FINALIZATION

Note: Any changes to the product during/following this phase will result in a lengthened timeline and potential cost increase.

Thank You!

FOLLOW-UP

• Marcom asks client for feedback on their experience: regis.edu/About-Regis-University/Marcom/Feedback.aspx

ORIENTATION & RESEARCH

• Client provides all relevant background information.
• Client provides all relevant, finalized content.

REFLECTION & RESEARCH

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Creative Feedback Loop

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