



*P*ublication

*G*uidelines

DIVISION OF STUDENT AFFAIRS: Publication Guidelines

For use by departments within the Division of Student Affairs

Division of Student Affairs Vision

Our vision, guided by Marquette's Catholic Jesuit mission, is to engage students in transformational, inclusive education; to help students navigate barriers to learning; and to encourage the holistic development of every student: preparing students to become reflective, conscientious leaders in their communities.

Mission

The Division of Student Affairs advances the Catholic Jesuit mission of Marquette University. The Division is comprised of innovative educators who create an inclusive community designed to transform the lives of students through classroom and out of class experiences. These experiences provide a supportive learning environment that encourages all students to participate in thoughtful self-reflection and dialogue, preparing them to fulfill the Jesuit mission throughout their lives. In collaboration with the entire University community, we will commit to this mission in four ways:

- We **educate** the whole person, in line with the academic mission, promoting intellectual, moral, physical, social and spiritual development.
- We challenge our students and ourselves to **embrace** Ignatian values, in particular being people for others, by building meaningful relationships within a just, inclusive learning community.
- We **engage** students in developing critical thinking skills, providing them space in which to cultivate a reasoned set of values and ethical standards, and inspiring them to lead lives of responsible citizenship.
- We **empower** students to advocate for themselves and others in order to navigate barriers, promote social justice and effect positive change in their present and future communities.

Strategic Goals

Goal I – Holistic development of students

Goal II – Student and Staff Engagement

Goal III – Inclusivity

Goal IV – Collaboration

Goal V – Physical campus environment

Goal VI – Assessment of Progress

Purpose

In order to maintain a culture that is representative of the division's strategic plan and the mission of the university, this guide has been established to promote consistency in publications as well as processes to manage the multiple requests for marketing materials among the division.

Contact

Jennifer Reid, MFA
Student Affairs Communications Director
AMU 428, (414) 288-5601
jennifer.reid@marquette.edu

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Services

The Division of Student Affairs communications staff provides the following to departments and offices within the Division:

- Design and production of your publication, branded materials, and other marketing materials
- Standards for imaging and branding of Marquette University
- Review of copy and edits for language, tone, and appearance of promotional materials
- Facilitation of all details of the design to production process (getting vendor estimates, arranging for production, delivery of files to vendor)
- Assistance with marketing (defining audience, suggesting methods of effective communicate to intended audience, etc.)

Please note: Taking on your project is contingent on time and resources available as well as adhering to the publication time line (see page 5).

The following are NOT provided by the Communications Director and, thus, are the responsibility of the individual department/office

- Distribution of printed material.
- Newsbriefs submissions and/or other press releases (though assistance in crafting release may be requested). Staff can submit Newsbriefs to <http://www.marquette.edu/omc/communication/newsbriefs.shtml>. Please be aware there are submission deadlines that must be met. The Office of Marketing and Communication reserves the right to select which events are included in NewsBriefs.

Time line for fulfilling requests

Most publications are on an fixed schedule, and there are usually more than one project in process at once. Therefore, it is important that staff and students be aware that time lines must be followed in the production of publications. Please allow at least **four to six weeks** for any design process. **Additional time should be allocated for printing at a print vendor** (approximately two weeks).

NOTE: This time line may increase if your publication has an external audience as it will need to be reviewed by the Office of Marketing and Communication.

Planning before a request is submitted

Before submitting a publication request please consider the following:

- What is the purpose of this publication?
 - Who is going to read it?
 - What is the message that you want people to receive?
 - Is this publication a companion to another piece?
 - Who is responsible for researching, writing, and providing the textual content?
 - Do you want to use photographs?
 - Do you have the photographs?
 - Are photographs print quality (300 dpi at reproduction size or 1500 x 1500 pixels)?
 - If you do not have photographs, is there a place and time to have them taken?
 - If featuring current students in photographs, do you know their names AND do they have a FERPA block on their records? (If students have a FERPA block, we are unable to use their photograph without obtaining written permission.)
 - What is your budget?
 - What is your plan for distributing publicity?
 - Have you reserved space with AMU Event Management for table tents or for a rotunda banner?
- AMU Tables:
 Brew Bayou 25
 Brooks Lounge 20
 Marquette Place 100
- Have you reserved space with the Office Residence Life for (1) lobby posters, (2) floor posters, (3) cafeteria table tents?

NOTE: Count out and label your copies by residence hall and take the counted stacks to the Office of Residence Life (Carpenter Tower 203) for Hall Director mailboxes to be delivered to the RA staffs, and hall lobbies.

Residence Hall Floors

Abbottsford Hall 9	McCormick Hall 23
Carpenter Tower 14	O'Donnell Hall 13
Cobeen Hall 14	Schroeder Hall 19
Mashuda Hall 16	Straz Tower 17
McCabe Hall 8	

Residence Hall Tables:

Cobeen 83
McCormick 70
Straz Tower 50

NOTE: For other helpful publicity tips, visit www.mu.edu/osd/organizations/publicity.shtml. (Only student organizations are required to have their publicity stamped by the Office of Student Development. University departments and offices do not need an approval stamp.)



Process for Publication Request

Only Student Affairs departments and offices are eligible for graphic design and publication services. The process to request design and publication is as follows

- Submit each request online at www.marquette.edu/dsa/communications
- Submit all of (and only) the information requested via the online form.
- Once a request is submitted, a confirmation e-mail will be sent indicating one of two things:
 1. An invitation to meet and discuss objectives, scope, and timeline of the project
 2. An indication of when you can expect to receive design samples.
- The publications team develops a project schedule and obtains estimates of print costs and other applicable charges.
- Any necessary photos or graphics must be provided in a print-quality digital format (at least 300 dpi at reproduction size or 1500 x 1500 pixels minimum) or the actual photo. Photos should be submitted with the publication request, NOT after.
- Thoroughly check all facts, names, and dates before submitting final copy. Inaccurate information may delay the design and print production time. Printers often charge a fee to make changes in a document once it has been sent to press.
- Designed layout samples will be provided to the client from which to select and approve.
- Edited copy will be provided to client for review and approval.
- Finished piece is shown to client for final approval. Client is ultimately responsible for final approval of design and copy. It is important for client to be aware that any changes after this point will delay delivery date.
- Publication is sent to print, and a press proof is provided for approval before print job is initiated.
- Final publication will be delivered to client. A copy of each publication is received by the publications team to review and analyze quality. If the publication team is not satisfied with the print quality, the client will be notified, and the team will offer to advocate for a re-print or equitable compensation based on the perceived flaws.

Required Standards for Request Fulfillment

All Publications:

- Marquette University, Division of Student Affairs, and department/office should appear prominently.
- Phone numbers must include area code, presented in this format: (414) 288-5555.
- For external (off-campus) use, you are encouraged to use official Marquette colors (gold and blue) to reinforce the visual identity of the university. In addition, publications of this nature will need to be reviewed by the Office of Marketing and Communications.

Text:

- Must be provided in a Word document (via e-mail attachment or on a disk) and should be pre-edited for spelling, style, word choice, and mechanics.
- May not be sent as e-mail content.
- Should be as brief as possible (use bullets, subheads, etc.)
- Must be thoroughly edited and considered final copy.
- Should conform to style guidelines in the Marquette University Writer's Manual http://www.marquette.edu/omc/styleguides/documents/style_manual.pdf.

NOTE: If you require assistance in developing language for your publication, we can help. This may add extra time to your publications.

Photos and graphics

- Photo images must be 300 dpi or higher (1500 pixels H x W minimum).
- File types should be JPEG, PSD, or TIFF.
- Photos from web sites will not be accepted.
- Graphics should reflect our mission and values as an institution.
- Departments are encouraged to work with the Instructional Media Center to obtain high quality campus images. Visit <http://www.marquette.edu/imc/photography.shtml> for information.

NOTE: We can help in choosing and locating photos. This, too, may add to the timeline.



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Be The Difference.

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Alumni Memorial Union, 437
(414) 288-7206
marquette.edu/dsa