

OCCC Marketing & PR Project Request Guide

The Marketing Team

Sarah Barrow – Executive Director of Communications

Jennifer Sharpe – Director of Communications

Justin Van Nest – Operations Specialist

Claudia Wright – Public Relations Specialist (*Office of the President*)

Christina Gray – Marketing Coordinator

Cecilia Dominguez – Graphic Designer

Robert Lane – Photographer / Videographer

Kathy Nix – Web Administrator

David Schemenaur – Senior Printing Services Technician

Ian Wakefield – Print Shop Technician

Sara Bakke – Print Shop Technician

Our Process

Marketing is a complex process, with many factors to consider. You have to think of the Who, What, When, Where, Why, and How. Who is our target audience? What message are we trying to communicate? When do we need to launch a campaign? Where do we market these assets? Why are we communicating this message? How do we make sure our message is being reached? This may sound daunting, but that is why we are here to help you with all your marketing needs.

When planning campaigns for the campus community, it's important to consider the assets needed to help communicate your message. Whether it is a social media campaign, an email blast, posters, or all above and beyond, we want to ensure your project is successful. If you're not sure what you need,

our Marketing team is open to meeting with you to discuss ways on how we can best market your project or campaign.

How to Submit a Project Request

1. Go to occc.edu/marketing
2. Click on “Request a Project”
 - a. For website fixes: occc.edu/marketing/website
 - b. Fill out the project request form.
 - i. The more detailed the better.
 - ii. You can upload inspiration for your project for our designers.
 - a. If the project requires designing and printing, the designers can upload the final document and send it to the Print Shop. You will not have to create a separate request for printing the project.
 - b. If this is a print request:
 - a. PDFs are the preferred document for printing.
 - b. You can upload multiple attachments in one request.
 - c. Include exact quantity you are needing.
 - d. Anything designed outside of the design team, please make sure they fit within the OCCC Brand Standards, or else the graphic designers will update your work to meet brand standards.

If you would like to schedule a meeting to discuss your project, you can contact someone from the marketing team to start that process.

Requested Lead Times

Listed below are the requested MINIMUM lead times for some options we offer. With an ever-expanding campus community, our Marketing team has several projects going on at once. These lead times allow us time to strategize, schedule, design, print, and distribute assets for your project. The quality of a project is truly dependent on the time allotted. Last-minute **projects are on a case-by-case basis and details should be communicated to the Marketing & PR division immediately.**

Full Marketing Campaign – 1 Month with at least 1 meeting with Marketing*

Press Release – 1 Month*

Video Projects – 1 Month*

Logo Design – 2 weeks*

Brochure Design – 2 weeks*

New Webpage – 1 week*

Large Print Request (1,000+ copies) – 1 week

Large Format Printing – 72 Hours

Small Print Request (100 – 999 copies) – 48 hours

If it requires additional finishings (i.e. stapling, folding, cutting, laminating, etc.) we will need an additional 48 hours.

Mass Email through EMMA – 24 Hours*

If the email is from scratch we will need an additional 24 hours to write the content and layout the email.

Webpage Update – 24 Hours

*There is a revision and approval process involved in these projects that should be considered in the timing.