

# OCCC MARKETING & PR

## Project Request Guide & Best Practices

2024-2025

### Marketing Team

**Sarah Barrow**

Executive Director of Communications

**Jennifer Sharpe**

Director of Communications

**Janis Cantrell**

Administrative Assistant to the Executive Director of Communications

**Kesley Gittens**

Social Media and PR Coordinator

**Gabriel Gray**

Social Media and PR Specialist

**Jake Kelley**

Multimedia Specialist

**Ronnie Clay**

Digital Media and Website Manager

**Abi Phillips-Roe**

Graphic Designer

**Cecilia Dominguez**

Graphic Designer

**Ryan Peterson**

Graphic Designer

**Justin Van Nest**

Communications and Printing Operations Manager

**David Schemenauer**

Senior Printing Services Technician

**Silver Wakefield**

Print Shop Technician

**Sara Bakke**

Print Shop Technician

### Submitting a Project Request

**In order for Marketing to work on your project, a request must be submitted.** Emails or in-person conversations are welcome in addition to a formal request, but we must have the project in our system.

- Go to [occc.edu/marketing](https://occc.edu/marketing) and click on "Request a Project" – **including web page help!**  
*A link to this form is also available on the OCCC Portal.*
- Fill out the project request form – the more details, the better! Please take into consideration that we go over projects every morning as a team. You must get in contact with our team to discuss an urgent timeline.
- You can upload visual inspiration or references for design, video or photography.
- If the project requires designing and printing, the designers will send your final file to the Print Shop. You will not have to create a separate request for printing the project.
- Anything designed outside of the marketing department must adhere to OCCC Brand Standards. To make this easier, you may choose to join our **Canva group** and use the OCCC Brand Kit to create your own materials. Please share the link to the Canva project in your request form.
- You will receive a confirmation email after submitting your request, and we'll get started on it! A member of our team will reach out **on or near your listed proof date** with drafts.

### Request Considerations

**Printing:**

- PDFs are the required document for printing.
- You can upload multiple attachments in one request.
- Always include exact quantity you are needing.

**Website Edits:**

- If changing an existing page, please include the URL.

**Photography or Videography:**

- Specific time(s) and location are both required for photography or videography requests.
- Visual inspiration is especially appreciated if you have a specific vision in mind for your video.



OKLAHOMA CITY  
COMMUNITY COLLEGE  
MARKETING & PRINTING SERVICES

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