

Advertising. Copywriting. Pixels. Target markets. Key messages. Direct mail. Cost per thousand. Separations. Mailing lists. BITC. Space advertising. Net cost. Column Width. Rate cards. Frequency discount. Reach. Lead. Gross cost. Camera-ready. Drop shadow. Prepaid indicia. bf. Press-efficient sizing. GRPs. Format. Press check. NCOA. Creative concept. Strategic planning. Tight shot. Off card. SEO. Home page. Wikis. Micro sites. Pay-per-click. Press proof. Co-registration. Em dash. - 30 -, stet. Tactics. Long-range planning. PDF. Consultation. AP style. Applets. Expedite charges. Roman face. Press proofs. Art files. Mezzotint. Lower-case style. Wireframe. Dateline. Shot angle. TRPs. Screened back. Keyline. Merge/Purge. Boilerplates. DAT. Opt in. Rate card. Media advisory. Embargo. Initial caps. Advertising. Copywriting. Pixels. Target markets. Key messages. Direct mail. Cost per thousand. Separations. Mailing lists. BITC. Space

Shatter communication confusion.

advertising. Net cost. Column Width. Rate cards. Frequency discount. Reach. Lead. Gross cost. Camera-ready. Drop shadow. Prepaid indicia. bf. Press efficient sizing. Format. Press check. NCOA. Creative

Lipscomb's Communication and Marketing Office (UCM) helps you break through.

You know your story; we'll help you navigate the many steps involved in telling your best story to the right audience.

In addition to our role in building Lipscomb's external brand to our various communities, University Communication and Marketing (UCM) assists in all areas of campus communication activity whether you are promoting an event; positioning a department, school or college; or developing marketing strategies for an on-campus organization or cause.

Multimedia capability.

University Communication and Marketing stands ready to assist you in the following areas:

- Public relations/media relations
- Advertising planning and production
- Print production including brochures, flyers, invitations, newsletters and magazines
- Copywriting
- Graphic design
- Printing
- Direct mail and mailing production
- Advertising specialties such as mugs, T-shirts, pins and decals
- Magazines and newsletters
- Signage including banners
- Photography, both original photography (head shots, event shots, etc.) and purchased stock photography
- Web communications including web maintenance assistance and content development

If you do not see your specific communication need here, give us a call. Chances are if we can't do it in the department, we have a stable of vendors we can put to work for you.

Help with the "bigger picture" as well.

In addition to helping you get marketing communication produced that you already know you need, the department can help with the strategic thinking and tactical planning you need to ensure reaching your goals cost effectively. In fact, a planning session or meeting may be the first step you take as you work with us and, together, we give your goals and objectives wings.

How we work together.

UCM can come alongside in several ways:

Through an initial meeting. If you have a new project or set of goals and need a strategy, tactical direction, a comprehensive communication plan, some face-to-face downloading, or just a little brainstorming time, give us a call or send a calendar request via Google mail. Our calendars are public and kept up to date to make this a fairly quick and easy process.

With specific jobs. If you need a brochure or similar single-item project, just go to news.lipscomb.edu and click on "UCM job request form" in the left-hand menu. Complete that form and enter the job information. It connects you with our online Basecamp Project management software that helps ensure no jobs get lost or deadlines overlooked. Important: due to the large volume of work passing through the department, no job request is considered officially in the department until this form is completed. We will take your job and schedule it for you, keep you updated, and include you at the appropriate points in the process.

With photo requests. Contact our campus photographer directly if you need photos for any reason. This can be headshots, events coverage and other needs. We do ask that you tell us at the time of request how you will use the photo so we can get the right shot for you and your intended use.

For Web assistance. UCM electronic marketing staff can help you manage your site as well as assist in suggesting and adding new content. The Lipscomb website has a content management system (CMS) that allows each page owner to monitor his or her own site. UCM can train you on that and/or assist you in making any changes.

Guidelines for internal review.

Just as an individual's name is a valuable asset that takes on meaning in terms of reputation, personality and identity, so does the university's name. As someone who is speaking on behalf of Lipscomb through advertising, brochures and other communication materials, it is your responsibility to use our "brand identity assets," that is, our name and logo, in an appropriate manner.

Also, because we are not an organization with large marketing communication budgets and multiple opportunities to get our name "out there," consistency in the use of our name, our "marks" and logo is imperative if we want to get maximum value from our marketing dollars and our brand identity.

Toward that end, the university has developed a set of standards so that all parties using our name and brand identity assets do so in essentially the same way. Ours is a fairly simple set of standards that you will find in our “Graphics and Communication Standards Guide.” The document is available at news.lipscomb.edu under “resources.” It is your responsibility to make sure any use of our logo is compliant with these rules. This is not optional.

If you are unsure about our graphic standards, contact UCM.

Using outside resources.

While most design work for the university typically is done by UCM, there are times when outside resources are used. This can happen for many good reasons, and, in fact, if workload is more than present staff can handle when your job comes in, we will give you the option of extending your deadline or letting us outsource it for you. In such a case, we will work with you to choose from a preferred list of vendors who know Lipscomb and its mission and who can help best achieve the goals for your project.

Even with the use of outside vendors, UCM is responsible for the image of the university, and projects must be reviewed by the department prior to production. It is part of the department’s university assignment to monitor all communication done on behalf of the university for graphic standards compliance, quality and legal compliance issues. Failure to have a project reviewed prior to production could result in the redo of a completed piece with corrections made, at your cost.

Sample production timelines.

Once you have completed and sent the job request form, we will deadline your job incorporating several key milestones at which you will review it, via email. And please understand that “ASAP” is not a deadline. Even if the deadline is a short one, we need to know.

Finally, work is not begun on a job until we receive the job request form and the necessary details. Beginning work without all the necessary information is like starting house construction without measurements. You might luck out and get it right, but most likely, you’re going to have to redo the work and waste time.

For planning purposes, the adjacent chart has typical timelines for various project types. Please note that copy/content must be approved before proceeding to design. This is important to maintain deadlines as well as to get the best design quality.

NOTE: These time estimates include some flex time for the “wait” reality, that is, we won’t be able to get to it the minute it comes in, and you won’t be able to approve it the minute we send it to you!

Brochure	6-8 weeks
Research and write copy	2 weeks
Copy approval/revisions	1 week
Graphic design	2 weeks
Design approval/changes	1 week
Printing and mailing	2 weeks
Ads	3-4 weeks
Research and write copy	1 week
Media planning	1 week
Copy approval/revisions	4 business days
Graphic design	1 week
Design approval/changes	3 business days
Web page	8-10 weeks
Site plan/research/write copy	2 weeks (length dependent)
Approval/revisions	4 business days
Graphic design	2 weeks
Design approval/changes	3 business days
Coding/development/implementation	3 weeks
Invitations/flyers/tent cards/ student posters/postcards	2-3 weeks
Research and write copy	3 business days
Copy approval/revisions	3 business days
Graphic design	2 business days
Design approval/changes	3 business days
Printing and mailing	4 business days
Email templates	2-3 weeks
Research and write copy	3 business days
Copy approval/revisions	3 business days
Graphic design	2 business days
Coding and implementation (done by Emma)	2 weeks



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