Channel Islands
CALIFORNIA STATE UNIVERSITY
Division of Student Affairs

DSA Area Name: Campus Life

Effective Date: September 1, 2016
Procedure Number: CL-p001.01

Student Affairs Working Procedure on Communication & Design

Intent: To ensure an efficient process for providing assistance with Division communication and design pieces

Background: In order to facilitate consistent, high-quality and effective communication and marketing with the campus and external community, a Student Affairs communication and design procedure is necessary.

Accountability: AVPSA/Dean of Students; Area Heads; the Coordinator of Student Affairs Communication; and the Student Affairs Graphic Designer

Applicability: All Division of Student Affairs staff and administrators

Definition(s):

Administrative: policies, procedures, manuals, grants or other related pieces

Signature: pieces with high-visibility and/or campus-wide or external community involvement

Attachment(s):
- Request Process Flow Chart
- Approved Requestors List*
- Poster and Flyer Formatting Checklist
- Student Affairs Communication Presentation*

Located at S:\1 DIVISIONWIDE INFORMATION\8 PROCEDURES\Current Procedures\.

Procedure: Prior to requesting assistance from Student Affairs Communication & Design (SACD) staff, all materials must be proofread and approved by **the area head** as outlined in the attached DSA Communication & Design Request Process Flow Chart ("flow chart"). The following process must then be followed:

1. Materials must be submitted to dsa.communication@csuci.edu along with a completed Project Request Form* **by the area head or designee only (designee must be approved in advance and on file with SACD). Only those requests submitted by the area head or designee will be accepted.** If files are too large to attach, they should be saved in the area's folder on the S: Drive and the path to the files

should be included in the project request. SACD staff will review the files by following the path then save any changed files in the same folder.

2. The Vice President's office will assist in this process as required for signature and administrative marketing and communication pieces.

3. Requests from ASI entities must be approved and submitted by the ASI executive director/designee. Grammatical or punctuation errors will be corrected as needed but changes to the content or intent of the communication will only be altered if it is absolutely necessary.

4. Requests from student organizations shall first be submitted to the area head/designee for approval, then materials may be submitted to SACD staff for final proofreading and printing, if desired.

5. All completed printing requests should be picked up from the SACD office no later than 24 hours following completion of the request unless otherwise specified.

*The Project Request Form is available online. The URL of the form is provided only to area heads and their designees.

Timeframes and Information

1. **Proofreading**
   Three to five (3-5) business days is required to complete proofreading of materials; this should be taken into consideration when requesting materials by a certain date. **Seven to ten (7-10)** business days is required for any request exceeding 10 pages and for those pieces which require the Vice President's review and approval.

2. **Printing (large format items only [i.e., posters, A-frame signage and banners])**

   a. **In-house requests**
      Poster, banner and other over-size in-house printing requests will be accommodated in **three to seven (3-7)** business days depending on the number of files submitted.

      Please note: **Printing of standard-size items (flyers, brochures, etc.) is no longer provided by SACD.** Staff have access to various Pharos printers on campus and are thus responsible for printing their own standard-size materials upon review and approval by area heads (and SADC staff, if requested). DSA areas should contact approved outside vendors for printing of quantities over 100 that are full color. Additionally, booklets are no longer available and must be outsourced to a vendor.

   b. **Outside vendor requests** (see item #4 below)

   Please note: Event-related materials should be submitted early enough to allow adequate time for production and effective advertising; therefore, it is recommended that such items be submitted at least ten (10) business days prior to the desired posting date.

3. **Laminating (large format items only)**
   Laminating is available for posters that will be used more than once, in inclement weather or for a multi-day event. Please allow **two (2)** extra business days when requesting laminating along with printing.

4. **Design and Specialty Pieces**
   When support and/or coordination with an outside vendor is needed, requests must be received no less than **twenty-one (21)** business days prior to the desired posting/distribution date. The requestor should use this timeframe as a **minimum** for postcards and the like for which a target mailing date has been established. For larger publications that will require extensive proofreading and approval from other areas and/or the Vice President prior to being sent to an outside vendor, a minimum of **sixty (60)** business days prior to the desired posting/distribution date is required.

It is the responsibility of the department/area to coordinate with outside vendors regarding quotes and appropriate accounting paperwork. It is also the responsibility of the department/area to coordinate the file transfer; however, SACD staff may assist depending on the complexity of the project.

Please note: At the time a banner request is submitted, it is recommended that the requesting area also coordinate with OPC for assistance with utilizing the PVC banner frame and to provide the appropriate accounting string for associated labor charges. Banners may not hang from buildings or trees.

5. **Website Content**
   Three to five (3-5) business days is required for creating, editing and publishing web content. Extensive or intricate requests (i.e., multiple forms, five pages of content or more, creation of new websites or accessible PDF documents, etc.) require **seven to ten (7-10)** business days, possibly more. In certain cases, Web Services may need to assist which will further extend the timeline.

6. **Email (Dolphin, Campus Global)**
   - Dolphin Email: **Five (5)** business days prior to the desired distribution date is necessary for proofreading, formatting and processing. Dolphin Email requests must meet the definition of "official University business" as given in the Policy on Communication with Students, which may be viewed at http://policy.csuci.edu/SA/07/sa-07-012.htm.
   - Campus Global: **Ten (10)** business days prior to the desired distribution date is required as campus global emails must be reviewed and approved by the VPSA. The Policy on Campus Global Emails may be viewed at http://policy.csuci.edu/CM/03/CM.03.002.htm.

Attachments: Only those attachments that are fully ADA compliant will be included with emails.

Please note: Division-wide emails should be reviewed and distributed according to the Procedure on Requesting and Sending Division-wide Emails (VP-p007.01).

Formatting Guidelines

1. The following information should be included on all flyers and posters:
   a. Date of event
   b. Time of event
   c. Location of event
   d. Name of event
   e. Contact person/department/area and phone number/email for event
   f. Sponsor of event
   g. University logo and/or ASI logo (ASI entities should use their ASI logo)
   h. Accommodations statement (if applicable), which is available at S:\1 DIVISIONWIDE INFORMATION\6 FORMS & TEMPLATES\Communication.

2. Materials should be created using MS Publisher, MS Word or an Adobe Creative Suite (CS) program. Various sizes of MS Publisher templates for designing posters and flyers are available at S:\1 DIVISIONWIDE INFORMATION\6 FORMS & TEMPLATES\Communication\Poster and Flyer Templates (*be sure to "Save As" when saving your work so as not to alter the original templates*). If an Adobe CS program is used, all layers of the file must be accessible (i.e., unlocked and not flattened) so that corrections can be made by SACD staff if need be, and all layers must be linked properly in order for files to print correctly. The path to the original files on the S: Drive should also be included with the request so that SACD staff can access the native files if need be.

3. All materials should be formatted at the desired finished size. Files that have been formatted at an incorrect size or in an un-editable format (when changes are required) may be returned to the requestor. Once re-formatted/corrected, the files will need to be re-submitted for final review/approval.

4. Font should be easy to read and content should be as brief as possible.

5. If photographs/images are used in the file, they must be high resolution (300 dpi). When used on posters and banners, the requestor must ensure that the image used will print clearly at the desired finished size. If a low-resolution image is used, the file will be returned to the requestor to correct.

Sizes and Quantities

1. Posters are available in a variety of sizes, the most common being 18" x 24" and 24" x 36". Posters that will be displayed inside buildings or outside on the smaller A frames should be formatted at 18" x 24". For the larger A frames, posters should be formatted at 24" x 36".

   The minimum width possible for any poster is 24" as that is the narrowest paper width available for the large format printer.

   The maximum number of posters that may be printed for a particular event/announcement is **twelve (12)**. However, additional posters for major re-occurring events may be printed at the request of the area head. These situations will be handled on a case-by-case basis.

2. Banners printed in-house are available in three widths (24", 36", 42") and a variety of lengths (ranging from 30" to 120").

   Banners created by an outside vendor can be made at virtually any size. Contact vendor for more information.

Amy Boemelen   _Amy Boemelen_   9/1/16
Author's name   Author's signature   Date

Approved:

Toni DeBoni   _Toni DeBoni_   9/2/16
DSA Area Head's name   DSA Area Head's signature   Date

Wm. Gregory Sawyer   _Wm. Gregory Sawyer_   9/6/16
VPSA's name   VPSA's signature   Date

Student Affairs Communication & Design Request Process Flow Chart

Project Initiator
(Must be a DSA
staff member)

↓

Area Head or Designee
(Submit to dsa.communication
when approved or return to PI
if needed.)

↓

**Student Affairs Communication
& Design**
(Review, make necessary revisions and
return to Area Head/Designee **or** send to
VP/Designee [when required].)   (3-10* Business Days)

(5-10 Business Days)

VP or Designee
(Review and return to Student
Affairs Communication &
Design requesting revisions
from Area Head/Designee [if
needed].)

Area Head or Designee
(Final document or
recommended changes
returned to Area Head/
Designee.)

Average turn-around time for most project requests; some requests may take longer. Refer to procedure for details.

Division Of
STUDENT
AFFAIRS

California State
University

C H A N N E L
I S L A N D S

Student Affairs Communication & Design
Poster and Flyer Formatting Checklist

The following information should be included on all flyers and posters:

☐ 1. Date of event (preferably include both day **and** date)

☐ 2. Time of event (format properly: a.m./p.m.)

☐ 3. Location of event

☐ 4. Name of event

☐ 5. Contact person/department/area and phone number/email for event

☐ 6. Sponsor of event

☐ 7. University logo and/or ASI logo (ASI entities should use their ASI logo)

☐ 8. Accommodations statement (if applicable), which is available at S:\1 DIVISIONWIDE INFORMATION\6 FORMS & TEMPLATES\Communication.

For more detailed information regarding creating your flyer or poster, please see the Student Affairs Communication Presentation located on the S: Drive at S:\1 DIVISIONWIDE INFORMATION\8 PROCEDURES\Current Procedures.