

## **Addendum A**

### **Procedure for Marketing Materials**

*(For Staff-Council sponsored events only)*

If your Committee's special event or activity is being sponsored by the Staff Council and you need marketing materials such as a flyer or brochure, please follow these steps to get assistance from the Staff Council Communications & Marketing Committee:

#### **If you or your committee has created their own marketing materials:**

1. All materials should be sent to the Staff Council Administrator before distribution: [staffcouncil@unm.edu](mailto:staffcouncil@unm.edu)
2. Staff Council Administrator will forward to Communications & Marketing chairs for feedback/redesign/approval. Please note that this process can take up to 2 weeks so allot enough lead time to get your materials to the Staff Council Administrator for approval as there may also be necessary changes to the materials.

#### **If you or your committee require design assistance in creating marketing materials:**

1. Requestor fills out the Request for Design Help on SC Marketing Materials Form: <https://staffcouncil.unm.edu/councilors/procedures-forms/design-help-form.pdf>
3. Requestor emails form and all related content files (logos/pictures/text/other graphics) to the Staff Council Administrator: [staffcouncil@unm.edu](mailto:staffcouncil@unm.edu)
4. Staff Council Administrator will forward information to Communications & Marketing chairs who will assign to a SC Graphics Workgroup designer (which could be one of the chairs).
5. Designer will communicate directly with the requestor to work on drafts.
6. Requestor gets draft approval from their committee (if needed).
7. Requestor then sends finalized draft to the Staff Council Administrator before distribution: [staffcouncil@unm.edu](mailto:staffcouncil@unm.edu)
8. Staff Council Administrator will forward finalized draft to Communications & Marketing chairs for feedback/redesign/approval. Please note that this process can take up to 2 weeks so allot enough lead time to get your information to the Staff Council Administrator to allow for initial design and and draft changes, as well as approval.