Staff Council Communications & Marketing Committee

Marketing Plan 2015
# Table of Contents

MARKETING PLAN ...............................................................................................................................3

- Committee Charge – Vision Statement ..........................................................................................3
- Summary ..........................................................................................................................................3
- Goals ..............................................................................................................................................3
- Objectives .......................................................................................................................................3
- Target Market .................................................................................................................................4
- Marketing Strategy ........................................................................................................................4
  - Online/Social Media ......................................................................................................................4
- Implementation ...............................................................................................................................4
- Tasks ................................................................................................................................................4
- UNM Graphics Standards ...............................................................................................................4
- What Is Brand? .................................................................................................................................5

ADDENDUM A PROCEDURE FOR MARKETING COLLATERAL ............................................................6

ADDENDUM B WEBSITE REQUEST PROCEDURES ...........................................................................7

- Types of Requests .............................................................................................................................7
- Internal and External Volunteer Opportunities ...............................................................................7
- Website Edit Request Procedure .....................................................................................................8
- Special Requests ...............................................................................................................................8
- Image Specifications .........................................................................................................................8
- Size Matters .....................................................................................................................................9
- Councilor Portraits ............................................................................................................................9

ADDENDUM C STAFF COUNCIL LISTSERV PROCEDURES ............................................................10

ADDENDUM D GRAPHICS STANDARDS ..........................................................................................11

- General Guidelines for Print (Print Flyers, Brochures, etc.) ..........................................................11
  - Staff Council Logo ........................................................................................................................11
  - Other Image Specifications for Print ................................................................................................12
- Creating Your Print Project .............................................................................................................12
- If You Need Help .............................................................................................................................13

ADDENDUM E GUIDELINES FOR COMMUNICATING WITH CONSTITUENTS ..................................14

ADDENDUM F 7 STEPS TO BUILDING A GREAT BRAND .................................................................15
Marketing Plan

Committee Charge – Vision Statement

The Staff Council Communications and Marketing Committee provides communications and marketing services for Staff Council primarily as a means of branding and marketing Staff Council to the University. This includes social media, the website, email newsletters and any other marketing program that communicates Staff Council matters directly to UNM Staff or any other UNM entities.

Summary

The renewed purpose of the Staff Council Communications and Marketing Committee for the 2015-2016 year is to brand Staff Council, establish graphic standards to be used across the Staff Council and its committees, and promote the identity and purpose of the Staff Council to staff and the University.

Goals

The goal of the Staff Council Communications and Marketing Committee for the 2015-2016 year is to create a brand for Staff Council and help develop consistent guidelines for all SC Marketing.

Objectives

1. Establish communication and marketing standards to be used across the Staff Council and its committees.
   - Graphics standards
   - Standards for usage of social media, website and listservs
2. Create processes that support the standardization of communication and marketing activities.
   - Approval process for creating and getting approvals for distributed marketing material, including printed, web-based, social media, video and other media
   - Approval process for using the SC listservs
Target Market
University Staff, Staff Council members and other University constituents

Marketing Strategy
• To get buy-in from Staff Council and have them understand the brand image we are trying to market
• Promote inside the organization through committees and at meetings
• Promote outside the organization when working with UNM Staff at events or during other University-related communications

Online/Social Media
Not a priority at this time. SC C & M Committee should have access to and have an up-to-date list of all who have access to the website and social media.

Implementation
• Presented/adopted by Staff Council on June 16, 2015
• Timeline for other objectives will be established after Marketing Plan has been adopted

Tasks
The SC C&M Committee will:
• Review all digital and print materials utilized by the Staff Council to ensure that proper identity standards are being used.

UNM Graphics Standards
University Communication and Marketing (UCAM) has established University Identity Standards. https://ucam.unm.edu/marketing/unm-identity-standards.pdf

These standards were created to use visual identity to project the UNM brand and cover: logos, colors, specifics for UNM Departments (Staff Council falls under this category), letterhead and mailing standards, approved web colors and graphics, typography, brochure templates, flyer and poster templates. The SC C&M Committee recommends using the standards for most applicable
purposes, though there is flexibility in most aspects except for the Staff Council logo and the use of the University Shield, which is restricted to presidential and graduation uses only.

- Communicate standards/Marketing Plan to Staff Council by first giving to Kathy Meadows who will take it to Exec and if approved, will put it up for adoption at the next Staff Council meeting (see timeline)
- Work directly with Kathy Meadows to develop a template for the weekly eNews that follows these standards and make the creation process more efficient.
- Develop an approval process for all distributed materials, including flyers and brochures (see Graphics Process)
- Establish a work group for graphic design as well as for the website to work under the SC C & M Committee
- Establish a training and orientation program for these groups
- Work with the SC Strategic Plan should be pushed out to Staff or the University. This could include such items as “featured staff” or information on those officially recognized or given awards by the Staff Council. The SC C&M Committee will then create a timeline and use the appropriate media to relay those messages or initiatives.

http://staffcouncil.unm.edu/about/strategic-plan.pdf

What Is Brand?

Branding is the marketing practice of creating a name, symbol or design that identifies a product or organization from other product or organizations. We want to create and effective brand for the Staff Council, which would symbolize the promise Staff Council has made to Staff and the University. It lets them know what they can expect from Staff Council as an organization and what differentiates us from other organizations. The Staff Council brand should be derived from who Staff Council is, who Staff Council wants to be and who Staff Council is perceived to be.
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
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:
3. Requestor emails form and all related content files (logos/pictures/text/other graphics) to the Staff Council Administrator: 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
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.
Addendum B
Website Request Procedures

The Staff Council website is located at http://staffcouncil.unm.edu/. The website is under the purview of the Communications and Marketing Committee in coordination with the Staff Council Administrative Officer (from here on in to be referred to as the Website Committee). Any requests or changes will need to go through the Website Committee.

The only persons authorized to make changes to the website must:
   a) Have received permission to be part of the team that can access and edit the website
   b) Be part of the C&M committee or be on the Website workgroup sub-committee
   a) Have taken Cascade training, and
   b) Have taken Cascade training specific to our website

Types of requests

Staff Council members may request certain changes to the website, including:
   • Corrections
   • Additions that comply with the current navigation
   • News items
   • Internal and external volunteer opportunities
   • Additions that do not comply with the current navigation

Internal and External Volunteer Opportunities

Internal volunteer opportunities are directly related to the business of Staff Council and are thus Staff Council-sponsored events. These are the most appropriate type of events to advertise on the Staff Council website.

External volunteer opportunities are those that are not directly related to the business of Staff Council and are not sponsored by the Staff Council.
Because we are the Staff Council, the main types of events featured on the website should be Staff Council-related. Even though your event may be for a very good cause, the Staff Council website may not be the most appropriate venue for advertising it. Please consider other venues for advertising your external volunteer opportunities, such as the UNM Events Calendar. The inclusion or exclusion of external volunteer opportunities posted on the Staff Council website is at the discretion of the Website Committee.

**Website Edit Request Procedure**

Routine additions that comply with the current navigation, corrections, news items, internal and external volunteer opportunities will be triaged by the Staff Council Administrative Officer:

1. Initiator completes Website Edit Request Form and sends to Staff Council Administrative Officer at scouncil@unm.edu. The form can be found at [http://staffcouncil.unm.edu/councilors/staff-councilor%20-resources.html](http://staffcouncil.unm.edu/councilors/staff-councilor%20-resources.html).
2. Administrative Officer will triage the request according to level of service needed.
3. Administrative Officer will let submitter know turnaround time on completion.
4. Administrative Officer lets the submitter know when the website edit is complete.

**Special Requests**

Special requests include new features and items that do not fit into the current navigation system. While you can submit these ideas through the Website Edit Request Form mentioned above, it is advisable for you to develop a proposal for the Website Committee. A well thought out request will include:

- What need the requests fills
- How it fits into our Strategic Plan
- How it can be incorporated into the website
- Any processes that will need to be created to support it
- Who will create and maintain it

**Image Specifications**

We prefer images that are well lit and have good color. Images for website must be:
• .jpg, .jpeg, or png format (.gifs are okay for non-photo images - images with no gradations of color)
• Resolution of at least 72 dpi

Size Matters
Size depends on what it is used for. The smallest size is 200 x 200 pixels for a single column image. If you would like to display your image larger, than use at least 440 - 680 pixels wide. Our banner images need to be 1200 pixels wide by not more than 300 pixels deep (depth could be less, but not more).

Councilor Portraits
For councilor portraits, images must be at least 200 x 200 pixels. Portraits should include head and shoulders, but do not need to include the whole body.
You may submit larger photos that we can crop and resize for you. Please email your portrait to scouncil@unm.edu.

The image at left is an ideal professional portrait. The background is simple, and the subject is wearing neutral colors with very little to no pattern. He is facing the camera (although ¾ view is also good). The lighting is good and the image is clear and crisp.
Addendum C

Staff Council Listserv Procedures

1. Once becoming councilors, councilors will be given access to the general Staff Council Listserv and their own precinct or grade Listserv.
2. The general Staff Council Listserv should only be used to distribute or gather information directly related to Staff Council, including events, etc.
3. The precinct or grade listservs should be used for councilors to communicate directly with their constituents on matters only related or endorsed by the Staff Council.
4. No listservs should be used to promote personal volunteer opportunities, causes, etc., unless directly endorsed by the Staff Council.
5. Committee Chairs will have access to their own listservs comprised of their current committee members.
6. Any changes to the Committee Chairs Listserv will only be done by the Staff Council Admin to ensure proper functionality of the listservs.
7. Any questions on these procedures - “Is an event endorsed by the Staff Council?” for instance, or “When should constituent listservs be used?” - should be addressed to the Staff Council Admin.
8. Any items that cannot be sent through listservs may be sent to the Staff Council Admin to possibly be mentioned in the weekly newsletter.
Addendum D
Graphics Standards

General Guidelines for Print (Print Flyers, Brochures, etc.)

Staff Council Logo

• All print materials must have the UNM Staff Council logo.
• There are two styles of logo: vertical and horizontal.
• **Use .tif files for print.** These will be much crisper and more stable when resizing.
• Copies of the logos can be obtained from the Staff Council Administrator or the Communication & Marketing Committee Chair.
• The logo needs to be 300 dpi for print (72 ppi for web). Usually the logo is printed so that “UNM” is no smaller than ⅜ inch. But if you have to make it smaller, please make sure it is legible.
Other Image Specifications for Print

All graphics and images need to be at a resolution of 300 dpi for print. If you are using an image displayed on the web, it will be much smaller - 72ppi. This means you will need a very large image from the web in order for it to look good in print.

The two photos below were both saved from web pages. Both are jpegs. The one on the left was inserted into this document without changing the size or resolution. The second photo was much larger and was converted to 300 dpi then reduced to a comparable size as the first photo. If you print out this page you will see that the second image is much crisper than the first.

![Original size: 238 x 207 (above); 1300 x 958 (right)](image)

Creating your Print Project

Word is a perfectly fine program to use for flyers and brochures that have simple layouts. It handles type fine for these this type of print project. However, it’s best to work on your images in a software program like Adobe Photoshop or the open-source equivalent Gimp, then import
(or Insert if you are using Word) the images into your document. Word does a bad job of resizing, so try to avoid resizing images in Word!

For more complex print projects, use a program that is designed for such things. InDesign is a great layout program for more complex brochures. Photoshop or illustrator can be used for high-end flyers or posters. Gimp is a free substitute for Photoshop and may be worth your time to check out. There is training on Lynda.unm.edu for all of these programs.

Please don’t forget to submit a copy of your final, editable version as well as a pdf to the Communications and Marketing Committee Chair or SC Administrator. We would like to keep copies of all Staff Council marketing materials.

**If You Need Help**

The Communications and Marketing Committee has a graphics workgroup to create your print or web projects for you, as long as they are Staff Council-sponsored. Please reach out to the SC Administrator at scouncil@unm.edu to request help.
Addendum E
Guidelines for Communicating with Constituents

1. Verify that the information you are sending to your constituents is true and correct. If you are not sure, consult the SC Administrative Officer.
2. Verify that your emails are clearly written and spellchecked.
3. Do not refer other SC councilors or SC staff as a resource for any questions without their knowledge and consent.
4. Do not distribute any flyers, brochures or other materials on behalf of Staff Council unless they have been approved by the SC Communications and Marketing Committee.
5. Make sure you understand what is sponsored by the Staff Council and what is not. Many events and activities in which the SC is involved are not sponsored by us. (Example: UNM Engagement Survey). Incorrectly attributing events or activities to Staff Council can confuse constituents and create problems for Staff Council.
6. Be courteous, clear and correct.
Addendum F

7 Steps to Building a Great Brand

1. Evaluate your current brand identity.
2. Determine what you want your brand to stand for by pinpointing the unique value your store has to offer and capitalizing on your inherent advantages (location, connection to college, strong relationships with faculty, expertise).
3. Develop core marketing messages that capitalize on your strengths and become the foundation for all your marketing materials.
4. Create a graphic identity that represents these messages – working within your current college’s graphic standards, but that sets you apart from other departments or entities.
5. Develop guidelines for using the brand and the graphic identity across all marketing materials and messages.
6. Create a marketing strategy to push out the new brand and use it to help “Tell Your Story”.
7. Constantly reevaluate your brand and gauge public perception of it to ensure that the correct message is coming across and adjust if needed based on feedback.

Examples of good branding would be Apple or Target. Brands that are so closely identified by their graphics, yet they create an emotion in those that see them. These brands have clearly identified what they stand for and can therefore just use their simple graphic identity to emit all of that. The hope is that if we can strongly identify the Staff Council as a brand, that when people see our Logo or hear that we are associated with an event, etc., that it will strengthen the definition of who the staff council is and what we do. We will use the Strategic Plan as signed into order in 2015 as a basis for building this brand.