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INTRODUCTION

Welcome

Thank you for your interest in partnering with the Student Life Communications and Marketing Team. We are excited to use our expertise to showcase all of the fun and impactful experiences provided to students through the Division of Student Life. In this document, you will find useful information about how our team functions, our policies, what services we offer and the best ways to reach students. We are a proud part of the University of Delaware and desire alignment with the University and the Student Life brand. The members of our team and project request form, along with other helpful information can be found on the Student Life Communications website: sites.udel.edu/studentlife/communications. Please do not hesitate to reach out with questions, concerns or ideas. Thank you!

~ Student Life Communications and Marketing Team (SL Comm)

Importance of the University of Delaware Brand and Student Life Identity

It is not of the utmost importance that students be able to name all of the units within the Division of Student Life, but it is important that we have a strong Divisional identity and adhere to the brand of the University of Delaware. One unified voice is always going to be stronger than multiple voices pushing their own work or resources, thus competing with themselves for the same audience. We seek to elevate the work of Student Life through providing a louder, stronger unified message that promotes all of the work of the Division in a strategic, coordinated and purposeful fashion. Being a part of a whole, of the Division, of the University will make it possible for us to stop competing against ourselves for the attention of our student body and drive their attention in the direction that we desire, thus being able to better promote the work of each unit and break through the “noise” and better reach our student audience.
SERVICES

Digital
- Email communication, including weekly student and staff newsletters and email marketing strategy discussions
- Social media request, including content creation and promotion

Editorial
- Pitches for UDaily articles
- Blog posts

Website & UX
- Website content creation, revision and analytics
- User experience collection for web
- Digital signage coordination and content management

Creative
- Collateral creation and updates (brochures, mailers, etc.)
- Event collateral (invitations, flyers, etc.)
- Photography
- Video
- Promotional materials (swag) design
- Environmental design

Strategy
- Strategic planning and advising
PROJECT SUBMISSION WORKFLOW

When you submit our project request form, you start the process of collaborating with the SL Comm to complete your project. [https://udel.jotform.com/220835308166960](https://udel.jotform.com/220835308166960)

We ask that all requests large and small be submitted through the form for efficiency and tracking purposes.

(Unsure where to start? Request “Project Discovery” and our Project Coordinator will schedule a time to meet to discuss your needs, gather additional details and determine a timeline and projected costs.)

Once a request is initiated through the form, it proceeds through the following workflow:

1. The form automatically creates a project on the SL Comm dashboard in Asana
2. Type of project
   a. If multi-team project, time will be scheduled to meet with the SL Comm team to discuss the details of the request. Notes from meeting will be stored in Asana task.
   b. If complex one team project, time will be scheduled to meet with the members of that particular team to discuss details of request. Notes from meeting will be stored in Asana task.
   c. If fast-track request, such as simple web edits or updating previous existing graphic, no meeting will be scheduled unless specifically requested
3. Our Project Coordinator will create subtasks and assign them to the appropriate areas of the SL Comm team and create a timeline for deliverables.
4. Members of SL Comm will review and complete tasks and communicate within Asana for feedback, questions and final approval
5. Members of SL Comm may feel the project is appropriate for a member of the Egg Student Marketing Agency to fulfill, in which case the task will be assigned to the student intern.
   a. The student intern will submit deliverables to SL Comm supervisor for review before sharing with client
   b. Student intern will make any needed adjustments
   c. SL Comm member assigned to the task will share with the client and act as a liaison for any additional feedback and updates.
6. If you have questions or would like an update on your project please reach out to our Project Coordinator.
<table>
<thead>
<tr>
<th>Portfolios</th>
<th>Communication &amp; Marketing Liaison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Culture &amp; Equity</td>
<td>Kirk Smith (creative)</td>
</tr>
<tr>
<td>Student Support &amp; Advocacy</td>
<td>Sean Diffendall</td>
</tr>
<tr>
<td></td>
<td>Randi Homola (creative)</td>
</tr>
<tr>
<td>Post-graduate &amp; Student Success</td>
<td>Jessica Downey</td>
</tr>
<tr>
<td>Integration</td>
<td>Randi Homola (creative)</td>
</tr>
<tr>
<td>Student Experience &amp; Belonging</td>
<td>USC &amp; FSLL - Abigail Phillips</td>
</tr>
<tr>
<td></td>
<td>RLH - Sarah Cummings</td>
</tr>
<tr>
<td>Student Wellbeing</td>
<td>Jessica Downey</td>
</tr>
<tr>
<td></td>
<td>Ivan Avila (creative)</td>
</tr>
<tr>
<td>Business Operations</td>
<td>Heather Tansley</td>
</tr>
<tr>
<td>Strategy &amp; Planning</td>
<td>Heather Tansley</td>
</tr>
<tr>
<td>Student Life Development &amp; Alumni</td>
<td>Heather Tansley</td>
</tr>
<tr>
<td>Relations</td>
<td></td>
</tr>
<tr>
<td>Vice President for Student Life</td>
<td>Heather Tansley</td>
</tr>
</tbody>
</table>
LEAD TIMES

SL Comm is committed to doing our best to meet requested deadlines, however we cannot honor requested deadlines if we do not have complete or accurate information during the agreed upon timeline and/or if we are not given enough lead time for the project. The SL Comm Project Coordinator will reach out to you if a submitted request is incomplete and/or the requested deadline cannot be met for any reason.

Annual Event Lead Time:

<table>
<thead>
<tr>
<th>Submit Requests by:</th>
<th>Annual Event</th>
<th>Date of Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early March</td>
<td>Summer NSO</td>
<td>June-July</td>
</tr>
<tr>
<td>Early June</td>
<td>RA Fair</td>
<td>August</td>
</tr>
<tr>
<td>Mid June</td>
<td>Fall opening (Move-in, Welcome Days, Welcome messages)</td>
<td>September</td>
</tr>
<tr>
<td>Late March</td>
<td>I Heart UD Day</td>
<td>May</td>
</tr>
<tr>
<td>Mid November</td>
<td>Spring NSO &amp; Welcome Days</td>
<td>February</td>
</tr>
</tbody>
</table>

Sample Project Lead Times:

<table>
<thead>
<tr>
<th>Lead Time</th>
<th>Project Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-6 weeks (including printing)</td>
<td>Multi-page print material</td>
</tr>
<tr>
<td>2-4 weeks</td>
<td>Multi-page digital design/multimedia campaigns</td>
</tr>
<tr>
<td>2-10 days</td>
<td>Single page print or digital materials</td>
</tr>
<tr>
<td>3-5 days</td>
<td>Web edits or web content updates</td>
</tr>
<tr>
<td>2 weeks</td>
<td>New web pages or page redesigns</td>
</tr>
<tr>
<td>Project specific</td>
<td>Photography, videography and web development</td>
</tr>
<tr>
<td>1 week prior</td>
<td>Newsletter inclusion</td>
</tr>
<tr>
<td>Expect longer lead times as time depends on project complexity.</td>
<td>Environmental branding projects</td>
</tr>
</tbody>
</table>
DIGITAL

Social media policy

- Division of Student Life Instagram: @UDStudents
- No other social media channels will be officially endorsed by the SL Comm Team
- Our channels have been vetted and approved by OCM
- Do NOT create new accounts
- University policies on social media:
  - [https://www.udel.edu/home/ocm/digital/social-media/](https://www.udel.edu/home/ocm/digital/social-media/)
  - [https://sites.udel.edu/generalcounsel/policies/use-of-digital-and-multimedia/](https://sites.udel.edu/generalcounsel/policies/use-of-digital-and-multimedia/)
- Content requests can be submitted through SL Comm project request form.

EDITORIAL

UDaily and Student Life News

The primary audience for UDaily is not students. If you have an idea for a Student Life UDaily that has larger impact on recruitment or other stakeholders—parents, alumni, faculty and/or staff— we are happy to hear your thoughts and pitch those ideas to OCM; however, OCM ultimately controls all aspects of publication and makes final decisions on what content is shared on that channel.

We think elevating and sharing the news of Student Life is important! That's why we have our [Student Life News](https://sites.udel.edu/studentlife) blog portal where we share stories from all across the Division, including stories written by students themselves. We control this channel, so we encourage all Student Life staff to submit ideas here—event promotion and recaps, student group spotlights, staff and student profiles, listicles describing services or units, important announcements, etc. These stories are shared and amplified on our @udstudents Instagram, as well as student newsletters when the content fits the agenda.

Blue Hen Family Hub

The Blue Hen Family Hub is our portal for communicating with our students’ parents and families. The hub is primarily run by Orientation and Transition Programs in order to share important information about New Student Orientation. Our team has access to this platform to share updates or announcements geared directly toward families or as reminders or context for student content. We will often post content ourselves that we think is important to share in the portal, and you can request a hub post, as well.
E-mail

- All student emails must be approved by SL Comm Team
- Mailchimp as primary email platform - you can request access and training by contacting the Communications Manager, Sarah Cummings (stc@udel.edu). Please do not activate your own Mailchimp account free or paid without express permission of the SL Comm Content Team
- Other platforms targeted to students
  - Student Central (student events and RSOs)
  - Handshake (career-related opportunities)
  - Slate (for admissions and OTP communications)
  - StarRez (only used for housing communications)
- Other University newsletters - please submit a request and we will coordinate getting your content into these other areas
  - Graduate student newsletters
  - Center for Global Programs and newsletters
  - Inside UD emails from OCM

Student Life Newsletters
The Student Life Communication and Marketing Team creates and distributes a variety of email newsletters to both internal and external audiences.

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Audience</th>
<th>Frequency</th>
<th>Content Deadline</th>
<th>Submit Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life at UD</td>
<td>All UD Students</td>
<td><em>Beginning fall 2023: Mondays 8 p.m.</em></td>
<td>Fridays, 12p.m.</td>
<td><a href="https://form.asana.com/?k=bcwRNVzw9yArdm6S8tCjBw&amp;d=921483572903927">https://form.asana.com/?k=bcwRNVzw9yArdm6S8tCjBw&amp;d=921483572903927</a></td>
</tr>
<tr>
<td>Employee Newsletter</td>
<td>Student Life Staff</td>
<td><em>Beginning fall 2023: Wednesdays 12 p.m.</em></td>
<td>Mondays 11:59 p.m.</td>
<td><a href="https://form.asana.com/?k=bcwRNVzw9yArdm6S8tCjBw&amp;d=921483572903927">https://form.asana.com/?k=bcwRNVzw9yArdm6S8tCjBw&amp;d=921483572903927</a></td>
</tr>
<tr>
<td>Career Newsletter</td>
<td>All UD Students <em>STEM</em> <em>Non-STEM</em></td>
<td>Weekly, Thursdays 2p.m.</td>
<td>Tuesdays, 5p.m.</td>
<td>Email Jess Downey (<a href="mailto:jessd@udel.edu">jessd@udel.edu</a>)</td>
</tr>
</tbody>
</table>
### RLH in-building newsletters

<table>
<thead>
<tr>
<th>In-hall students</th>
<th>Beginning fall 2023: Sundays, 12 p.m.</th>
<th>TBA</th>
<th>TBA</th>
</tr>
</thead>
</table>

### Esports

<table>
<thead>
<tr>
<th>Local Esports community, includes UD students and local community members</th>
<th>Bi-weekly, Wednesdays in the Fall and spring</th>
<th>TBA</th>
<th>Reach out to Steve Kramarck, <a href="mailto:kramarck@udel.edu">kramarck@udel.edu</a></th>
</tr>
</thead>
</table>

### Student Diversity and Inclusion Newsletter

<table>
<thead>
<tr>
<th>All UD students</th>
<th>Monthly, last Tuesday of the month at 3 p.m.</th>
<th>Thursday before, 5 p.m.</th>
<th>Email Jess Downey (<a href="mailto:jessd@udel.edu">jessd@udel.edu</a>)</th>
</tr>
</thead>
</table>

### Wellbeing Newsletter

<table>
<thead>
<tr>
<th>All UD students</th>
<th>Monthly, first weekday of the month at 11 a.m.</th>
<th>Three business days before send date, 5 p.m.</th>
<th>Email Jess Downey (<a href="mailto:jessd@udel.edu">jessd@udel.edu</a>)</th>
</tr>
</thead>
</table>

### Listservs

- Student life all email listserv to be reserved for Jose and emergency comm only
- All other info goes in Employee Newsletter
- Special listservs can be accessed through OCM but will be coordinated through SL Comm

### WEBSITE

- All websites through SL Comm
- Support Adobe Experience Manager (AEM) and WordPress sites
- General [web design and accessibility best practices](#)
- Edits, updates, changes are to go through SL Comm, however there may be instances where a unit member may have limited access to the website for specific purposes. Requests for access must go to the SL Comm Digital Communications Manager for approval and training.
- **Requests for new web pages** will be reviewed by the Web/UX team. In some cases, a full page may not be necessary or recommended, but the Web/UX team will consult with the unit to find the best place to include the information.

Updated May 2023
CREATIVE

The Creative Communications Team oversees all Student Life design and multimedia projects and The Egg, Student Life’s student marketing agency.

Designs Type descriptions for reference:
- **Art:** art curation, exhibitions, and displays.
- **Digital:** designs such as logos or illustrations, digital signs, and web graphics to be displayed on a screen or monitor.
- **Environment:** designs that are large formats, such as banners, clings, interior semi-permanent and permanent signage, and wayfinding.
- **Print:** designs that will be printed, such as flyers, posters, postcards, booklets, t-shirts, promotional items, etc.

Notes About Design:
- Currently, we will only support digital graphics for the Student Life communication team-supported social media channels @udstudents, newsletters "Life at UD," and the "Student Life Employee Newsletter."
- All digital and print advertising space reservations must be reserved and confirmed before design. [https://udel.jotform.com/ajhill/advertising-space-request](https://udel.jotform.com/ajhill/advertising-space-request)
- Student Life design projects are limited to three revisions and must be approved before printing, allowing for one round of design feedback. Learn more about that process in our policies here.
- We retain creative oversight of all designs
- Marketing distribution plan/process
- Semesterly submission deadlines
- Develop a refresh-recycle project phase

Packages available (see request form for package details)

Promotional Materials
- Promotional items with an imprint area under 3’ will only have the UD monogram and Student Life due to the limited spacing
- Promotional items will follow the following brand guidelines
  - Vertical stack: UD monogram - STUDENT LIFE - space - Department Name
  - STUDENT LIFE - all capital letters
  - Department Name - upper and lower case
- Reorders for promotional items will be handled by Project Coordinator, SL
- Promotional items are subject to Office of Communications & Marketing approval
Print items

- Please be sure to reserve space for your print materials in advance
- Printing orders and re-orders will be handled by Student Life Administrative Specialist, Alex Colella (acolella@udel.edu)

Print item distribution

- If you request print items, you are responsible for distribution of these items
- Print distribution spreadsheet: SL Guide for Print Distribution List

GENERAL POLICIES

Accessibility

Accessibility is of the utmost importance to the University of Delaware and the Division of Student Life. SL Comm works hard to ensure all of our materials are accessible and meet University standards. This includes, but is not limited to: alt text on digital images and color contrast on web pages and creative elements, etc. You can find more information about the University’s accessibility policies here: https://www.udel.edu/home/accessibility/

Asana

SL Comm uses Asana as our project management platform. If you would like access to Asana please reach out to our Project Coordinator, Bre Hazell (bhazell@udel.edu).

Bit.ly Links and QR Codes

For tracking purposes the Student Life Communications & Marketing Team will use Bit.ly links and QR codes. Please do not create your own Bit.ly links or QR codes. If either of those elements is necessary for tracking purposes in campaigns, the SL Comm will create those for your project from our central account. This will allow for better tracking of metrics and benchmarking of campaigns. Please also note that QR codes are for print campaigns only and should not be used for digital campaigns.

Brand Adherence

The most effective way we can realize our goals is to communicate through one voice and one cohesive institutional brand. By doing so we showcase our amazing activities and achievements happening throughout the University. UD’s Office of Communications & Marketing maintains style guidelines to help all those working at and with UD to be the best stewards of its image, reputation and story throughout the world. Be sure to check these links often, as changes are made frequently.

- UD Brand Style Guide
**UD Editorial Style Guide**
**UD Logos**
**UD Fonts** (OCM Request Form)
**UD Digital Standards**

*Please note that the University brand standards are periodically updated by OCM which may result in the introduction of new elements and/or the retirement of legacy elements. While we will do our best to protect the identity of both the University and SL, we can not guarantee that historically approved design elements will continue to be approved.*

**TBranded Presentations/UD Slide Deck**
The UD branded theme/layout for presentations can be found here: [https://www.udel.edu/home/ocm/digital/](https://www.udel.edu/home/ocm/digital/)

**Crisis Communication/World Events**
- The Division of Student Life will not make any public statements without institutional approval.
- The Director of Communication, Student Life will coordinate with OCM to find out what messaging the President and institution are going to release.
- In most cases the Division will amplify and mirror the official university statement.
- If additional information needs to be shared or the message needs to be reinforced for our student audience, the details of that communication will be handled by the SL Comm team with approval from OCM.

**Digital Signage**
- Design requests for digital ads must be submitted through the [Comm Team Project Request Form](#).
- Requests for digital ad space in the Student Centers must be submitted through the [digital ad request form](#) (fees apply!).
- Please note that if a digital ad does not meet the requirements established in the policies, it will not be placed on the digital screens.
- For more information: [Student Centers Digital Signage Policy, Pricing and Locations](#)

**Email Signature**
Email signatures should follow the University guidelines and can be generated through the link below: [https://www1.udel.edu/ocm/signature/](https://www1.udel.edu/ocm/signature/)

**Event Promotion**
- We do our best to look for events that appeal to UD students in multiple places, however the most efficient way for your event to receive attention is to submit it through the project request form to be featured in the appropriate newsletters.
● Please be sure that when events are submitted the information is complete as possible - ie it is already submitted to Student Central or Localist and details for obtaining tickets or RSVPing are available
● All events must be added to the main UD events calendar

Headshots

Headshots for professional staff within the Division of Student Life are handled through OCM. Individual headshots cost $25 and can be scheduled through the steps below:

● Step 1: Please use this Google calendar link to view the open appointments as of today.
● Step 2: When you are ready to schedule, please make sure to submit a photo shoot request webform, using the date and time you selected in step 1.

If headshots are needed for three or more staff members, then a request must be made through OCM’s photo request form (https://udapps.nss.udel.edu/webforms/embtform?wf_id=35&wf_ty=blank) to better coordinate the photographer and staff scheduling.

Name Badges

Order by department/unit, through university printing

● Format should be as follows:
  ○ Full Name, Credentials (pronouns)
  ○ Title
  ○ Department/Unit name
  ○ Division of Student Life
  ○ University of Delaware

Paying for purchases/Purpose Code request

Party requesting services will be expected to provide a purpose code and pay for any costs associated with output of the requested project (i.e., costs of printing posters or wall clings, fees for hanging window clings, etc.). SL Comm will do our best to provide a cost estimate at the beginning of the project. Please note that items such as wall clings and banners have a significant cost associated with them and will need to be budgeted for accordingly. If you are unsure of what to expect for the cost associated with your requests please note that in the project request form and SL Comm is happy to provide an advanced quote.
Requests to be interviewed

Requests to be interviewed must be approved by the Media Relations Team in the Office of Communications and Marketing.

- Student requests must be submitted through this form: https://docs.google.com/forms/d/e/1FAIpQLSc3hynTbKDxVnzunZ_I3ps8OxZsphbSnpCYRSialsQ1Vuw/viewform?usp=send_form
- For non-student requests email media-relations@udel.edu

FAQ

Why must I submit a purpose code with my request?
The Student Life Communications & Marketing Team does not charge for our services, however there are parts of marketing that have associated costs, such as printing or digital signage. Having the purpose code allows us to provide the most efficient services possible and place orders on behalf of your unit. We are happy to obtain cost estimates in advance upon request.

What if I don’t know where to start with my request?
Talk to us! You can complete the project request form or reach out to your designated portfolio partner. A member of our team will be in contact to discuss potential options for your project and guide you in completing your request.

What if I don’t know all of the details for my event?
Submit your project request form with the details you do know. The more advance notice we have of an event and/or initiative the better we can plan and prepare, even if we don’t have all the details. However, please note that if the additional details are not provided in a timely manner it may delay the completion of the project.

When can I use outside contractors for my communications needs?
Please come to us first for all of your communications and marketing needs. If we are unable to assist you with the project or initiative we would be happy to assist you with finding an additional resource to meet your needs, but please give us the opportunity to review the request first.

What if I missed the required lead time for my project?
Talk to us! Lead times present the ideal scenario for creating quality projects by the desired deadline, however these lead times are not absolute and we want your project to be beautiful and successful. Please let us know if you have a request but a shortened deadline and we will do our best to complete the project or come up with an acceptable compromise in the allotted time.