Student Affairs Communications Project Guidelines

Student Affairs Communications is here to help Student Affairs departments promote events, programs, and services to students, faculty, and staff. Student Affairs Communications facilitates communications within the Division of Student Affairs through the web site, NEIUport, and other venues, and assists with promoting programs and developing publications for the division.

Steps to Follow for Communications Requests

1. Request a project or communications support for web or print material. Click here for the form. If you have questions, please email us at sacomm@neiu.edu. If you need a targeted announcement sent out please go here to read the targeted announcement guidelines and find the form to request an announcement.

2. If you need to schedule a meeting with SA Comm be prepared to discuss and have available:
   - a clear idea of what you want to achieve with your programming/service/event/publicity materials
   - a clear timeline for your programming/service/event/publicity materials
   - existing or previous publication, project, or campaign (if any)
   - audience
   - communication goals
   - content
   - imagery/photography
   - budget

Provide Content (may be edited by us for style and space):
   - On portable media (CD, USB flash drive), attached to an e-mail
   - In a .doc file or email with as little formatting as possible
   - Edited, revised, spelling, grammar, and fact-checked (it is important that you proof your text and prepare a final draft before you submit it to Student Affairs Communications).
   - Reviewed and approved by supervisor

3. Production Schedule

   From the date when you have the FINAL DRAFT of text, please allow for the following production time schedule:
   - Up to 10 days to design a first proof for small projects (ads, flyers, anything under 2 pages)
   - Up to three weeks to design a first proof for large projects (booklets, newsletters, programs)
   - Up to two weeks for updates to an annual publication, project.
• Up to two days for any small webpage updates. Two weeks for revising a series of webpages.

**Please note that this is simply production time schedules not editing or printing schedules.**

4. **Editing and Proofing Schedule-** SACOMM will allow up to 3 rounds of edits for projects MAX.

**Excessive edits will extend the completion time of your project. SACOMM is not responsible for any delay in printing due to excessive edits. Please consider this when devising your production schedules.**

• The initial round, SACOMM will edit materials for grammar, clarity, and length via email or in person with specific feedback from client.
• The second round, SACOMM will refine the design and present one more additional proof.
• The third and final round, client will carefully review the final proof. SACOMM will make any other edits as needed and drop off a hard copy to the client for written confirmation in the form of initials as final approval.

5. **Printing**
• SACOMM will create a print ready version for submission to client’s chosen vendor.
• Client will need to fill out necessary forms for payment to vendor and coordinate delivery of print job. SACOMM does NOT do this.