

Marketing and Communications Request Form

Please complete this form in its entirety. The marketing team will review and provide recommendations on next steps for your marketing/promotional efforts. Requests for printed materials, webpage creation or multi-tiered marketing campaigns must be submitted at least one month (30 days) in advance to ensure adequate timing for creation/execution. Timing of all other requests will vary and need to be confirmed by your marketing communications manager, but must be submitted at least one week (7 days) in advance.

Email your completed form directly to your marketing communications manager or email communications@fscj.edu if you do not know your marketing communications manager.

Requestor Name: _____ **Requestor Contact Info:** _____

Program contact/s: _____ **Phone number:** _____

School/Department:

Program/s and/or service/s to be promoted:

Campus/Center location(s):

Description

Please describe the nature of your request:

Target Audience (prospective students, current students, or both.) **Is there a specific population of students – e.g. first generation, transfer, underrepresented, etc. who need to be reached?** Include information such as *FT/PT status, race/ethnicity, gender, age, military/veteran status, financial aid status, etc. if known*)

Key Messages (list one or two key highlights – those most important to the project's success)

Key Benefits (what's in it for the audience? What makes this product/service different or more attractive than others?)

Project Goal (What is the intended end result of the project? What are we asking the audience to do? What constitutes success?)

Select your Marketing Manager: Kristin Coleman Elizabeth Gaynor Jennifer Walls

Program Application Deadline Dates (if any):

Requested Completion Date:

Budget Allocation:

Academic Degree or Certificate Requests must complete the below, or as applicable for other requests.

Labor Market Need

Using [CareerCoach](#) or a similar source, what is the local need and demand for jobs in this field? (e.g., number of projected openings, starting salary, growth, major employers, etc.)

Performance

What are some key examples of success of students enrolled in the program(s)? (e.g., persistence, graduation, transfer, job placement in field, entry-level wage, certification/licensure, etc.)

Is the program Financial Aid Eligible? Yes No

Is there specialized Program Accreditation? Yes No

What is the program's current enrollment?

What is the program's desired enrollment?

Was this request approved by your Dean/AVP/VP? Yes No

Complete the checklist below for each of the items you would like to have considered for this marketing effort. Items may be added or removed based on the recommendations by your marketing communications manager.

Collateral Materials Request Form

Print:

Brochure

Size: _____

Flier

8.5 x 11

8.5 x 5.5

Other: _____

Poster

11 x 17

12 x 18

22 x 28 (Easel)

Other: _____

Multi-page document (saddle stitch, perfect bound)

Size: _____

Rack Card

Postcard

Mailed

Not mailed

Exhibit Items

Pop-up banners

Hanging banner (size: _____)

Tablecloth (Circle one: 6 ft., 8 ft. other ___)

Trade Show Display

Digital:

Eblast:

Faculty/Staff email

Weekly Student Events email

Digital marketing campaign

Social media

Geofencing

Display Ads

Website updates

Webpage creation

Calendar entry on fscj.edu

Homepage banner

myFSCJ rotator banner

Monitors on campuses

Photography

Videography

Media advisory/press release