

## 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](mailto: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