

CAMPUS MARKETING 101

Print & Design

DIRECT MAIL AND ADVERTISING

Posters, flyers and postcards can be cost-effective and creative marketing methods. The design and creative services team in College Communications is your partner in the creative process. As design and marketing professionals the team collaborates with campus clients to design and purchase print for:

- Brochures
- Booklets
- Posters
- Invitations
- Newsletters
- Advertisements
- Digital Graphics
- Signage
- Premium items (T-shirts, stickers, pens, etc.)

Any department interested in having a piece designed and printed can complete the online Project Request Form at marketing-toolbox.davidson.edu.

Website

INTERNET • www.davidson.edu

The Digital Communications team manages the college website, ensures that institutional standards are adhered to in both words and images, and assists with digital communication strategy.

The team can assist your department's marketing efforts with reviewing and approving content updates or new webpages. To request assistance, submit an online request form at marketing-toolbox.davidson.edu, by email at digitalstaff@davidson.edu or by calling 704-894-2242.

Public events on the campus calendar are automatically emailed every Thursday to all faculty, staff and community subscribers and are displayed on department homepage calendars.

ROOM RESERVATIONS & CAMPUS CALENDAR

Campus calendar entries start with a room reservation. To reserve space for your event, visit ems.davidson.edu. If you need assistance

scheduling your event, contact unionreservations@davidson.edu.

Public events on the campus calendar are automatically emailed every Thursday to all faculty, staff and community subscribers and are displayed on department homepage calendars.

Social Media

SOCIAL MEDIA • social.davidson.edu

College Communications manages the college's institutional social media channels for Facebook, Twitter, YouTube, Instagram, Tumblr, LinkedIn, Pinterest and Flickr. The digital communications team can assist with branding department social media accounts and connecting your department's Facebook page, Twitter account or blog feed to your

department website on davidson.edu. Contact digitalstaff@davidson.edu for assistance.

For social media guidelines, best practices and tips, visit marketing-toolbox.davidson.edu.

Public Relations

Share Your News & Story Ideas

We are dedicated to sharing Davidson College news and stories with the college community and media. We need your help to identify and develop stories for the website, media, *Davidson Journal* and other college publications. Have a newsworthy item or story idea you'd like to share? Please send them to Lisa Patterston at lipatterston@davidson.edu.

The Crier

The Student Activities Office emails *The Crier* to all students on days when classes are in session. To submit an announcement to *The Crier*, go to the Campus News section of Inside Davidson. Contact Ashley Owen, assistant director for programs (asowen@davidson.edu), with questions. Faculty and staff may subscribe to *The Crier* by sending an email to Crier@davidson.edu with "subscribe" in the subject line.

Inside Davidson

Inside Davidson serves as the Intranet for college business functions. Faculty and staff should check the homepage of Inside Davidson regularly for the latest campus news and event postings.

Where do I begin?

1. Ensure you have all of the event details.
2. Identify your audience and how they prefer to be contacted.
3. Determine your goal.
4. Secure a budget.

Higher visibility!
Butts in seats!
Pats on the back!
Accolades galore!

GOAL!

Well-planned, targeted marketing

CAMPUS MARKETING GUIDE

Signs

Digital Display Signs Alvarez College Union

The Alvarez College Union features two digital display screens on the Davis Café level and one screen on the Central Services/Post Office level. These screens may be used to advertise events occurring on campus that are sponsored by college departments or registered student organizations.

Advertisements cannot be text only and must be appropriately visual to display on the screens. Events can be advertised for up to two weeks prior to the event (maximum). A landscape-oriented JPEG file sized at 896 pixels w x 672 pixels h are the correct file formats and dimension for the screens.

To schedule the sign by the post office entrance or the two signs in the café seating area, send your content to the Union Evening Operations Manager.

To post content to the Ticket Office (must be ticketed events) or Duke Family Performance Hall screens (must be related to performances in that space), email the Union Ticket Office Manager.

Snipe Signage Policy

Posting snipe signage on campus property that is visible from any local street (Main, Griffith, Concord Road, etc.) is prohibited by the Town of Davidson Code of Ordinances and will result in its removal and the issuance of a fine by the Town of Davidson Code Enforcement. Payment of any fines will be the responsibility of the offending group, organization, department, event sponsor, etc.

Snipe signage can be posted within the heart of campus in areas not visible from local streets.

Postings

Bulletin boards, posters, banners

Guidelines for displaying posters and flyers include the following:

- Materials must be free of racial, gender or ethnic slurs, stereotypic depiction or similar references.
- Flyers must include the event date and the sponsoring organization.
- Post the fewest number of pieces for effective advertising.
- Don't post over other materials that remain current.
- Remove advertising in a timely manner following programs or projects.
- The posting of flyers, posters and similar material is limited to bulletin boards and approved posting spaces on campus.*
- Do not post items to trees, glass surfaces, painted surfaces, lamp posts, sidewalks or campus buildings—including columns and doors.
- Care should be taken to prevent any damage to buildings or grounds.

Alvarez College Union

Student organizations must leave one copy of a flyer or poster at the Information Desk.

Chambers Building (First Floor)

Visit the Registrar's Office to post on bulletin boards in Chambers.

Prohibited Postings

Paints, stains, acids, tapes, chalk or other substances that might deface buildings are prohibited.

** Many downtown Davidson businesses will allow the display of posters and flyers in their windows with prior permission.*

Photos

Photo services are provided for a wide variety of client needs including portraits and campus shots.

How do I arrange for the photos I need?

If you are working on a project with college communications marketing or graphic design staff, those staffers will arrange for and coordinate photo services for you. If you need photos for other purposes, or have ideas for campus and classroom scenes that would reflect well on the college, contact Director of Photography Bill Giduz directly at 704-894-2244.

Recording

We provide video support for projects that include but are not limited to stewardship messages to donors, student testimonials for admission purposes and college fundraising priorities. Because the primary focus of the College Communications office is to create content that supports the institution's marketing, branding, student recruitment and fundraising goals, we do not have the resources to video or audio record the vast majority of college events. The full video and audio policy, as well as information about alternative digital recording resources, can be found at marketing-toolbox.davidson.edu.

WHO?

College Communications

704-894-2104
marketing-toolbox.davidson.edu

Campus Photography

704-894-2244
marketing-toolbox.davidson.edu

College Calendar

inside.davidson.edu

Social Media

social.davidson.edu

Student Activities News

davidson.edu/student-life/student-activities

Student Media

davidson.edu/student-life/student-activities/student-organizations/media

College Copy/Print Center

davidson.edu/offices/business-services/employees/central-services



WHEN should I begin?

The timeline depends upon the type of marketing and the size of the audience. As a rule of thumb, you should begin the print planning and design process **8-10 weeks** prior to the date of the event, and begin additional promotion 4-6 weeks in advance with increased frequency as the date nears.

WHY SO EARLY? Planning plenty of time at the beginning of the project allows for proper preparation, concept development, any necessary printing and message distribution across different outlets.

COLLEGE COMMUNICATIONS