From
Client
To

Campus Collaborator
What This Means

- tie into One Notre Dame initiative
- create a comprehensive resource with a greater focus on high-priority initiatives and advanced storytelling
- collaborate closely with campus and OPAC colleagues
- transition from client-vendor relationships to collaborative partnerships
- ensure we are collectively elevating our Notre Dame brand reputation and related stories
- provide same level of creative and technical skill
A Planned Project Approach

- communications plans—cabinet members/OPAC identifying major initiatives
- editorial calendar—a timed outline of launch dates for initiatives
- consultive outreach—identify changes to plans and future projects/initiatives
- long-term planning will benefit everyone
- communicators serve as their own gatekeeper for their priorities
Introducing a Tiered Evaluation of Projects

**Why Tier?**

- Ensures we are working on the most important University initiatives
- Aids in prioritization of work
- Provides efficient alignment and use of skills and financial resources
- Allows for appropriate level of creative direction, senior leadership, and partner feedback/review
- Guarantees allocation of adequate time to the appropriate projects
Criteria

- aids in advancing or protecting the overall reputation of the institution
- is relevant to University’s highest priorities/initiatives
- addresses Strategic Framework themes
- targets key audiences
- allows for adequate timing of deliverables
- offers a well-developed plan
# Our Tiering Structure

Our Tiering Structure constitutes roughly 80% of our work initiatives of the President, EVP, Provost, and OPAC.

- **Tier 1**
  - major, pre-planned initiatives from schools and units
  - e.g.—milestones/anniversaries, groundbreaking research, special events, human interest, etc.

**Tier 2**

**Tier 3**
Our Tiering Structure

- also deemed high priority but timing/workload may impact internal execution
- agree on work deferral until later date, or
- work to identify suitable outsource solution
- Tier 2 projects can evolve into Tier 1 projects
Our Tiering Structure

- relevant to requesting University entity, not high priority at University level
- work to identify University template or outsource solution
How to Work with Us

intake process/sources, a team will review projects based on evaluation criteria

- communication plans
- editorial calendar submissions
- project request forms
How to Work with Us

project exploration and kickoff meeting

1. gain a better understanding of the desired objectives
2. outline deliverables to meet objectives
3. establish scope for each item
4. build a timeline
5. discuss responsibilities of both parties
How to Work with Us

duration of a project

1. inform each other of any changes that impact the project
2. meet established deadlines
3. regularly meet to review progress
4. provide metrics on objectives
How to Work with Us

expanded array of branded templates and help guides

Increased ability for self-service
How to Work with Us

consultation and direction

- consultation
- direction regarding outsourcing/freelancers
- offer interactive channel for creatives to collaborate, share tips, ask questions, get feedback on creative, etc.
Creative Leadership

- collaborating in the best interest of Notre Dame
- full partners in the creative design process
- similar to campus’ relationship with StratCon over the years
- accommodate reasonable level of updates/edits
- ensures project integrity/timely completion
After July 1, campus communications partners can anticipate the following structure:

- Photography
- Videography
- Print/Design
- Web
Photography

- Executive Office event coverage (campus-wide events—WTWW, Forum, Town Hall, etc.)
- OPAC project photo support (StratCon, ND Magazine, Media Relations, Internal Comms)
- faculty/staff headshots in Grace studio
- photography for high-priority campus pieces
Photography

- magazine feature photography
- drone photography
- oversight of photos.nd.edu
- charge for travel and other outside costs
- charge for photo prints (internal and external)
- charge for photo licenses (external)
Photography

- campus on-location faculty/staff headshots
- all student headshots
- photo subscription fee
- charging departments for individual photo downloads
- event/conference photography
- scheduling freelance photographers on behalf of departments
- storing photographs from freelance photographers on photos.nd.edu
Photography

- provide list of freelance contacts
- provide best practices on photography/offer short workshops
- offer designated time for in-studio headshots each month (limit one headshot per person every two years)
Videography

- Executive Office project video support
- OPAC project video support (StratCon, ND Magazine, Media Relations, Internal Comms)
- Key department message/positioning videos (admissions, campus tour, etc.)
- :30 institutional spot(s)
- Drone shooting and footage
- Charge for travel, music, and other outside costs
Videography

- instructional/how-to videos
- event/conference coverage and b-roll capture
- standups with teleprompter
- local TV commercials, unless central University messages (e.g., HERE messaging)

Many of these video needs can be handled by ND Studios
Videography

- offer stock b-roll packages
- provide bumper and lower third templates
- provide list of freelance/agency contacts
- provide best practices on videography/offer short workshops
Print/Design

- Visual brand standards design/development/management (maintaining onmessage.nd.edu)
- Logo/brand identity design (when applicable)
- Collateral pieces for Executive Offices and large-scale University events and initiatives
- Environmental signage design
Print/Design

- University map
- digital displays guidelines and consulting
- lockups that include the University master brand
- University stationery program design and oversight
- charge for printing and other outside costs
Print/Design

- smaller event or initiative collateral
- annual reports for individual departments/units
- Christmas cards
- directories
- swag/giveaway item design
Print/Design

- update brand standards and assets
- expand array of University-branded templates for collateral (e.g., posters, table tents, PPTs, social media graphics, Christmas cards, etc.)
- offer workshops on best practices
- offer guidelines for various swag pieces (best practices, minimum sizes, marks to use, etc.)
- provide list of freelance contacts
Web

- working with campus partners on new websites
- supporting current Conductor-based websites
- maintaining the campus network
- defining and evolving the web brand standards
- charging for outside costs
involvement in projects that can be executed without direct Web team participation
Web

- expand self-service platforms, templates, and training so campus partners can publish independently
- devote more attention to OPAC web priorities, the Executive Offices, and the University’s most important web properties
- expand resources, training, support, and tools for campus web admins
- explore additional options and partnerships for outsourcing
BEFORE

Marketing Communications
AFTER

ND Creative
Please submit questions for future consideration