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ONE

NOTRE DAME

From
Client

To

Campus Collaborator

Intro

Approach

Evaluation

Partnership

Leadership

Specifics

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

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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

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Tier 1

Tier 2

Tier 3

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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

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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

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Our Tiering Structure



- constitutes roughly 80% of our work
- initiatives of the President, EVP, Provost, and OPAC
- major, pre-planned initiatives from schools and units
- e.g.—milestones/anniversaries, groundbreaking research, special events, human interest, etc.

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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

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Our Tiering Structure



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

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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



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How to Work with Us

project exploration
and kickoff meeting



- ⊕ gain a better understanding of the desired objectives
- ⊕ outline deliverables to meet objectives
- ⊕ establish scope for each item
- ⊕ build a timeline
- ⊕ discuss responsibilities of both parties



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How to Work with Us

duration of
a project



- ⊕ inform each other of any changes that impact the project
- ⊕ meet established deadlines
- ⊕ regularly meet to review progress
- ⊕ provide metrics on objectives



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How to Work with Us

expanded array of
branded templates
and help guides

⊕ increased ability for
self-service



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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.



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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

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Videography

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Web

Specific Changes Per Shop

After July 1, campus communications partners can anticipate the following structure:

⊕ **Photography**

⊕ **Videography**

⊕ **Print/Design**

⊕ **Web**

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Stop

Start

- ⊕ 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

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Start

- ⊕ 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)

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Start

- ⊕ 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

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Start

- ⊕ 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)

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Start

- ⊕ 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

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Start

- ⊕ 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

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Start

- ⊕ 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

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Start

- ⊕ 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

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Start

- ⊕ 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

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

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Start

- ⊕ 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

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Start

- ⊕ 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

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- ⊕ involvement in projects that can be executed without direct Web team participation

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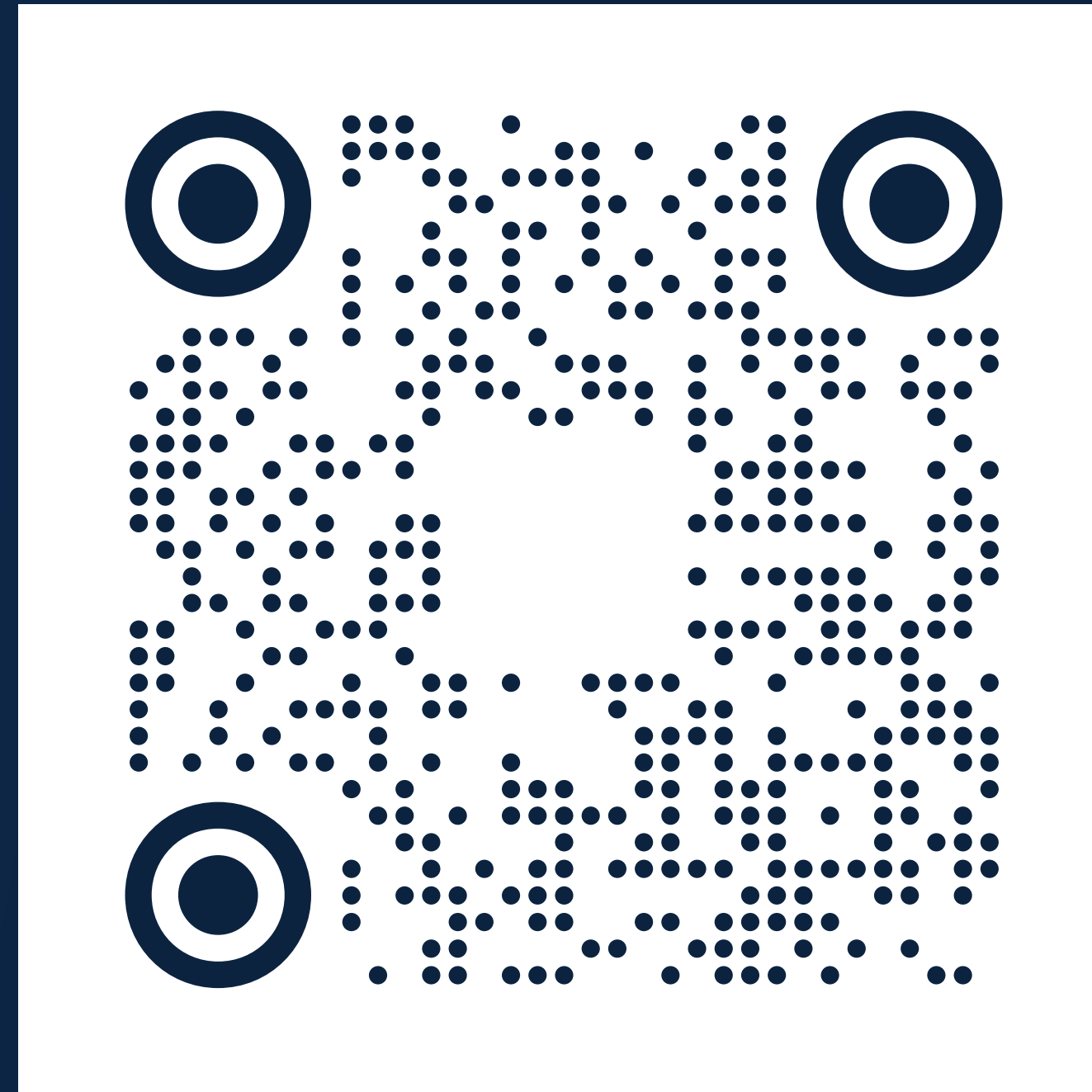
- ⊕ expand self-service platforms, templates, and training so campus partners can publish independently
- ⊕ devote more attention to OPAC web priorities, the Executive Offices, and the University's most important web properties
- ⊕ expand resources, training, support, and tools for campus web admins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

BEFORE

Marketing Communications

AFTER

ND Creative



Please submit questions for future consideration