

# CABRINI COLLEGE

## Marketing and Communications Project Process and Timeline Guidelines

Preparation is the key to successful projects, and the earlier you can begin the process, the better, particularly if the project is new.

In general, for new projects we recommend you contact the Marketing and Communications office 6 to 9 weeks **before you want the final project.**\* Major pieces require more time for design and production.

\* Allow additional mailing and delivery time.

	<b>PRINT</b>	<b>WEB</b> For example:
<b>Major Pieces (minimum 6 weeks - up to six months)</b>	<p><b>These projects include:</b> large publications or a series of printed pieces, pieces that require strategic planning, custom photoshoots, and may have multiple approvers. <b>For example:</b></p> <p>Print Support Symposia/Campus Events and/or collateral Enrollment Management - (Postcard Series, Fliers, Viewbook/Brochures) Alumni Weekend Brochures and Postcards Cabrini Classic Materials Commencement Materials Marketing Materials Catalogs</p>	<p>Redesigned website section New website section Online photo gallery New Web presence related to specific initiatives (Financial Aid/Giving)</p>
<b>Mid-Size Pieces (2-4 weeks)</b>	<p><b>These projects include:</b> event programs, postcards, custom invitations, table top displays, e-newsletters. <b>For example:</b></p> <p>Booklet Programs (&gt;4 pages - Matriculation, Convocation, Scholarship Brunch) Event Postcards Sophisticated Invitations E-newsletters (Connections, CabriniLink) Collateral (Pennants, Clothing)</p>	<p>Online Form Program-specific highlight</p>
<b>Short Lead Projects (10 days)</b>	<p><b>These projects include:</b> single sheet programs, ads, templated invitations. <b>For example:</b></p> <p>Game Day Programs for Athletics Fold-Over Programs (4pgs or less) Tribute Book Ads</p>	<p>Web page update Link to social media</p>

