TUESDAY, SEPTEMBER 19

MEET MARCOM

COME LEARN HOW MARKETING AND COMMUNICATIONS AND PRINT AND MAIL SERVICES CAN SUPPORT YOU

Locations:

Marketing and Communications
60 JC Penney Bldg
www.umsl.edu/marketing

Print and Mail Services
7 JC Penney Bldg (Enter at the dock)
www.umsl.edu/printmail

Contacts:

Justin Roberts, Associate Vice Chancellor
justinroberts@umsl.edu
Traci Moore, Creative Services
tracimoore@umsl.edu
Steve Walentik, Public Relations/Content
walentiks@umsl.edu
Jenny Martin, Web and Digital
Communications, jennymartin@umsl.edu

Tim Wombles, Web and Digital
Communications, womblest@umsl.edu
Patty Archer, Print Services
print@umsl.edu
Jim Christopher, Mail Services
christopherjd@umsl.edu

Did you know?
● The university name uses an en-dash and not a dash between Missouri and St. Louis.
● St. Louis is never spelled out to Saint Louis.
● Most units, colleges or departments have formal logos that can be requested by sending an email to tracimoore@umsl.edu.

FAQ's

Creative Services

- What type of projects does Creative Services produce?
  - Creative Services designs a variety of printed and digital projects, including brochures, graphic marks (logos), reports, invitations, posters, banners and more. If you would like more information, contact Traci (tracimoore@umsl.edu).
- How do I request a project?
  - Submit a work order at www.umsl.edu/marketing/cs/work-order
- How long does a project take to produce?
  - A project can usually be produced within 3 weeks although that timeline may not include printing. Once a project request has been reviewed, a more detailed timeline will be provided.
- Is there a charge for design?
  - There is no fee for most of our design services. We evaluate each project as it comes in.
- Is there a charge for printing and who manages the process?
  - Printing costs will be charged to the provided MOCODE once an estimate has been approved by the client.
- Where do I find the official logo for the university?
  - You can download a copy of the block UMSL logo at branding.umsl.edu
- I designed a logo for my department/college/unit/organization, am I able to use it?
  - NO :) Always reach out to us to meet your unit needs.
- I designed something for my department/college but I'm not sure it's on brand, who should I ask?
  - Email Traci (tracimoore@umsl.edu) for review.
- Does Creative Services or MarComm create videos?
  - We work on some institutional videos internally, but we usually contract with outside vendors to meet most videos. We have a short list of resources we can provide upon request.

Public Relations and Content

- I want to pitch a story about a student, program, faculty or staff member for UMSL Daily, UMSL Magazine or the broader media market. What should I do?
  - We love to receive story ideas about people in the UMSL community who are excelling or making an impact. Please reach out to Steve (walentiks@umsl.edu) or any other member of the contact team to share those ideas. The team will discuss your ideas during a weekly editorial meeting to determine if they're a good fit, realizing that we aim to showcase the full breadth of the university.
- I would like help writing and distributing a press release about a project I'm working on. What should I do?
  - If you have a project that is newsworthy beyond just an UMSL audience, we can assist you with trying to get that story out to a wider audience in local, regional or national media. We can help draft press releases and play a lead role in their distribution or we can pitch stories directly to news reporters. Contact Steve (walentiks@umsl.edu) or other members of the content team to discuss those projects.

Web and Digital Communications
- How do I get access to update/edit a website?
  - Sign-up for new user training at www.umsl.edu/marketing/web. Once training is complete, you will receive permissions to access your portion of the website.
- What if I want a new website?
  - New websites, or additions to existing websites, can be added by contacting Jenny (jennymartin@umsl.edu) or Tim (womblest@umsl.edu) or by filling out the Site Request form at www.umsl.edu/marketing/web.
  - How do I add an item to the calendar?
  - Visit calendar.umsl.edu to submit an event. If your event is in Triton Connect, it will be added automatically. Questions? Contact Michael (msmoore@umsl.edu).
- I want to have social media coverage for an event or would like UMSL to share something for my organization/department. Who should I contact?
  - Contact Valerie (vfurlong@umsl.edu) and we will work posts into our content calendar when we can.
- How should I properly create an email signature?
  - Use the email signature generator found at www.umsl.edu/branding/email-signature.

Marketing/Paid Advertising
- What do I do if I want to have paid advertising coordinated or produced?
  - Contact Justin (robertsju@umsl.edu) to share your needs, budget, key messages and outcomes associated with the effort.

Print and Mail Services
- How do I get my project printed?
  - *Sending Files* - Please send files print-ready for the size needed. From your program file, create a pdf file of your document. Include crop marks and bleed if you have a colored background that bleeds to the edge, and email to print@umsl.edu. Please be sure to include your specs/instructions, quantity, mocode information, date needed, and campus delivery location. When sending postcards please include your mailcode (MC#) in your return address after your Room# Bldg Name. When needing large format posters, always make sure we receive a pdf file and the final size needed. Turnaround on these items are 3 to 5 business days on most, and up to 10 business days on larger quantities.
  - *Business Cards* - Email your card information to print@umsl.edu including: Name, Title, Department, College/Division, Room# Bldg Name, office phone, fax (if needed), cell (if needed), email address, and website address (if needed). Include quantity (250/500/1000), whether 1 color or 2 color, UMSL Logotype or UMSL Departmental Logo, mocode information, and delivery location. Turnaround on items are up to 10 business days.
  - *Stationery* - Printing stationery please provide Department Name, College/Division, Room # Bldg Name, and Mailcode (MC# on envelopes not letterhead), quantity, 1 color or 2 color, UMSL Logotype or UMSL Departmental Logo, mocode information, and delivery location. Turnaround on items are up to 10 business days..

- What happens if the Xerox contract printer in my office needs maintenance?
  - For maintenance or machine supplies such as ink, waste containers or staples contact the ITS Help Desk, x6034. They will contact the Xerox Rep on campus.
- Who do I contact if my printer is out of paper?
  - To order paper for the Xerox contract machine contact print@umsl.edu with the machine serial number, and the location of the machine. Let us know when someone will be in the office to accept delivery. Paper other than 8.5x11 white and 8.5x14 white must be paid for by mocode, but can also be ordered.
- How do I mail something?
  - For details and pricing, please call 314-516-5299 or email Jim (christopherjd@umsl.edu).
- Is there information about standard mail pricing?
  - Again, pricing questions can be directed to Jim, above.
  - **Standard Mail Pricing:** Mass mailings that meet a few specific requirements may be eligible for the university's non-profit postage status, which can save 35–50% in costs compared to mailing first class. In order to secure the non-profit pricing, Print and Mail Services pre-qualifies the mail pieces to ensure every addressed piece is deliverable and meets the necessary requirements.
    To qualify for a standard mailing:
    - Mailing must contain at least 200 valid pieces.
    - Addresses must be in Excel format and printed by Print and Mail Services.
    - The Print and Mail Services vendor will check sort order, bundle and complete postage forms, among other requirements.