

MOTT MARKETING & COMMUNICATIONS

UNDER THE OFFICE OF INSTITUTIONAL ADVANCEMENT

Marketing Services Request

The Mott Marketing and Communications team is the internal group that manages the public perception of the College and supports the College in efforts to increase student enrollment, retention, and completion. To that end, the Marketing and Communications team completes communication projects for the College as a whole, as well as, for individual divisions, departments, and offices. To effectively manage these projects, the following steps must be completed to request marketing services.

1. The employee wishing to make a request will discuss his/her ideas with his/her immediate supervisor to ensure the project is consistent with the Departmental/Division mission, goals and priorities, and is feasible from a budgetary perspective.
2. The employee will complete this form and return it to his/her Manager who will signify his/her approval of the marketing services request by signing below.
3. The employee or Manager will then secure written authorization from the appropriate Executive Cabinet member, who will also give formal approval for the request by signing below, for all project requiring authorization.

Projects that REQUIRE approval from the appropriate Executive Cabinet member include:

- a. Communication with external audiences, prospective students, and the general public
- b. Communication with the general student body in relation to College policies and procedures, or major announcements
- c. Communication including multiple Divisions or Offices that fall under more than one Dean or Executive Director
- d. Communication that is of a nature that reflects the College as a whole, rather than, individuals or specific courses

(Projects that do not require EC authorization include business cards, program brochures, internal event posters, etc)

4. The employee or Manager will then submit this completed and signed Marketing Services Request form to the Marketing Office in CM1025 and schedule a formal Discovery Meeting with the appropriate Marketing and Communications team members.

Important Note: Employees interested in pursuing Marketing Services may engage in informal discussions and brainstorming with the Marketing and Communications Staff. A formal Project, however, will only be considered if it is accompanied by the completed "Marketing Services Request" form, which includes managerial and Executive Cabinet Member authorization in the form of signatures below.

Name: _____ Date of Request: _____

Department/Division: _____ Phone/Ext: _____

Brief Description of Project: _____

Requesting Signature: _____ Date: _____

Immediate Supervisor Signature: _____ Date: _____

This request meets the approval of the following and is recommended for completion.

DIVISION/DEPARTMENT MANAGER SIGNATURE

DATE

APPROPRIATE EC MEMBER SIGNATURE

DATE



MOTT. MY PATH TO EXCELLENCE.