

# STOCKTON UNIVERSITY

## PROCEDURE

### Request for Creative Services

Procedure Administrator: Executive Director of University Relations & Marketing

Authority: N.J.S.A. 18A:64-6

Effective Date: December 22, 1977; March 21, 1978; May 25, 2010; January 13, 2020

Index Cross-References: Policy I-110 Graphic Support Services

Procedure File Number: 1103

Approved By: Harvey Kesselman, President

The Office of University Relations and Marketing (“URM”) is responsible for creative services including print and digital communications. The following procedures shall apply to all requests for services:

All requests for creative services must be submitted through the [URM Service Request Form](#) to detail the proposed project, budget, desired timeline and other information related to the project.

The Executive Director of University Relations & Marketing shall be contacted prior to submission of a request for creative services to discuss questions involving marketing campaign development and related creative services.

All materials, copy and other assets must be submitted with the request for services. If a request for services is incomplete upon submission, the schedule of completion may be delayed.

URM will perform the services as quickly as possible and normally requires up to four weeks to complete projects.

All requests for graphics or digital production services will be proofread by URM before work on the project begins. If additional edits or copy are required, URM will contact the requester to discuss and revise content, as necessary. The proofing and editing of content

Review History:

	Date
Executive Director of University Relations & Marketing	12/19/2019
General Counsel	12/20/2019
Cabinet	01/09/2020
President	01/13/2020