



# Marketing & Communications Department

**The Fort Lewis College Marketing & Communications Department** develops and implements strategic communication plans in a variety of media, including advertising, community relations, design, photography, print publications, social media, videography, and web. To further the mission of Fort Lewis College, we also collaborate on qualifying projects initiated by campus clients, providing consulting, guidance, contractor contacts, project management, and creative services.

**Through the Creative Services, Digital Communications, Community Relations, and Web Development teams,** Marketing & Communications also tells stories about and from FLC in words, images, and design that articulate and bring the brand to life, and that enhance the College’s reputation in both positive and accurate ways. We also keep FLC in the news, and ensure quality representation of FLC online, in the media, and through the College’s website, publications, and ceremonies.

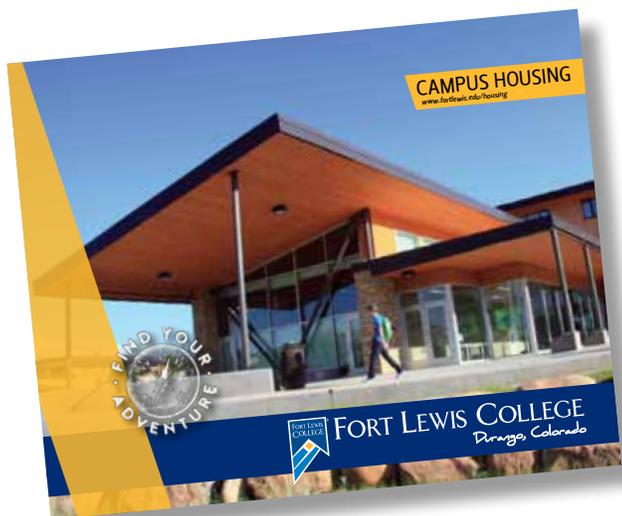
## Services

Marketing & Communications provides professional in-house services to campus offices and organizations in the following areas:

- >> Print publications
- >> News coverage
- >> Social media
- >> Website creation, design, optimization, and support
- >> Advertising
- >> Logo design & usage
- >> Photography
- >> Video
- >> Event development & promotion
- >> Durango Welcome Center management



Academic sticker for the Admission Office



Brochure for the Housing Office and Admission recruit efforts.



Magazine ad for American Indian Business Leaders

Clients with priority access to Marketing & Communications’ production pipeline are [by alpha]:

1. Admission Office
2. Division of Institutional Advancement
3. President’s Office
4. Strategic Plan
5. Vice presidents

For all other clients on campus, requested projects are moved into production on an as-can basis based in large part on the following variables:

- A.** Academic departments, student-servicing organizations, and Tier III RSOs are prioritized over others.
- B.** Projects that are “outward facing” – targeting off-campus audiences – are prioritized over materials targeting the campus community.
- C.** Time and resource limitations mean not all projects can be accepted.

## Project requests

Use the online form at [www.fortlewis.edu/flc-marketing](http://www.fortlewis.edu/flc-marketing) to submit project requests, and you will be contacted to further the process. Web project requests can be emailed to [askweb@fortlewis.edu](mailto:askweb@fortlewis.edu).

### Some useful project guidelines:

- >> Services are free, but clients pay for production costs (ads, printing, photography, event materials, etc.)
- >> Projects must be approved and budgeted for before production begins.
- >> Designate one point person to coordinate with M&C.

- >> Be aware that deadlines cannot be guaranteed, especially on quick-turnaround projects. Plan on one- to two-month lead times for project requests.
- >> Note that not all projects will qualify for time or resources. Assistance and services are provided on an as-can basis, and are contingent upon time and resources available.
- >> If we cannot assist you, we can offer suggestions on how to move forward with your project on your own or via contractor services.
- >> On projects taken on by M&C, final decisions rest with Marketing & Communications staff on style conventions, text phrasing, design, and illustrations.

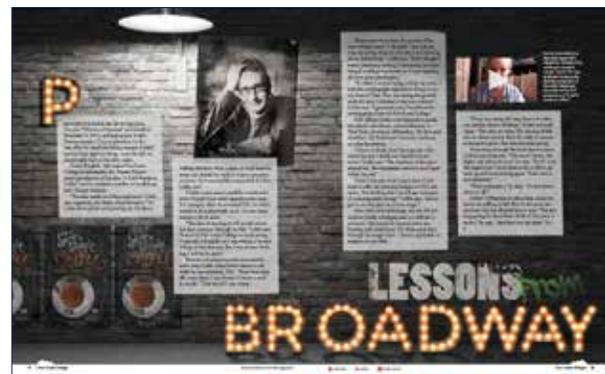
## Editorial process

FLC-related news, research, reporting, writing, presentation, and distribution are coordinated by the Marketing & Communications Department, which manages several news distribution outlets, including:

- >> Homepage features
- >> News briefs
- >> Social media posts
- >> The Fort Report e-newsletter (email)
- >> Fort Lewis College Magazine print and online
- >> Fortifact & FLC Voices videos
- >> Special webpage creation and design

Story ideas can be submitted via an online form, through the link at the bottom of TFR emails, or by email to [wright\\_k@fortlewis.edu](mailto:wright_k@fortlewis.edu). Selection of stories for news coverage is made by M&C staff, and not all stories or events can be covered.

Note that press releases and direct media contacts are coordinated through the Public Affairs Officer in the President's Office. Contact Mitch Davis at [davis\\_m@fortlewis.edu](mailto:davis_m@fortlewis.edu).



Feature story in the Fort Lewis College Magazine



Feature story on the FLC homepage



Feature story Twitter



Feature story on The Fort Report