

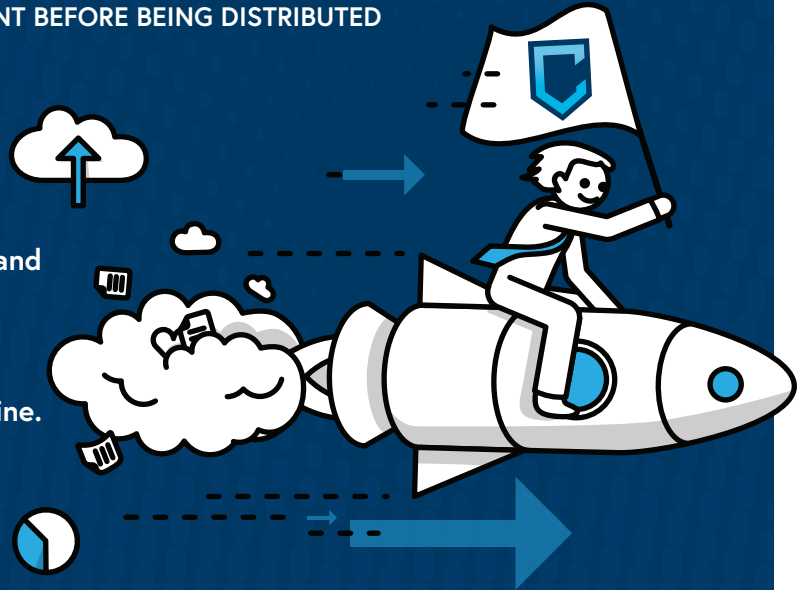
HOW TO WORK WITH YOUR MARKETING DEPARTMENT

PLEASE NOTE: ALL MATERIALS MUST FIRST BE APPROVED BY THE MARKETING DEPARTMENT BEFORE BEING DISTRIBUTED

START HERE

All first-time requests - for graphic design, social media, blog, photography, swag, email campaigns and newsletter - need to go through the Coastline Marketing Director (marketing@coastline.edu).

- **Requests** should be made **3+ weeks** before deadline.
- Copy **must be finalized** before project begins.
- Changes to copy should NOT be expected.
- Revisions will delay your project considerably.



NEED YOUR WEBPAGE UPDATED?

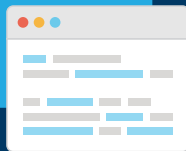
Contact the Web Content Strategist directly (m_k_schaefer@yahoo.com).

Send change requests in email or Word doc and include name of webpage in subject line.

All PDF uploads need to be approved by the Compliance Officer (azentner@coastline.edu).

WANT TO EDIT YOUR OWN WEBPAGE(S)?

Contact the Web Content Strategist for information about Cascade training.



DID YOU DESIGN SOMETHING YOURSELF?

Email the asset to the Marketing Director (marketing@coastline.edu).

Marketing assets are reviewed for the following:

- Copy Editing
- Brand Compliance
- Legal Compliance
- Accessibility Compliance
- Equitable Integrity



REQUESTING VIDEO PRODUCTION?

1. Email marketing@coastline.edu to make the request.
 2. Production meeting scheduled. Meeting takes place.
 3. Fill out the Creative Brief Intake Form.
 4. Video Requestor or Point of Contact provides copy.
 5. Production and post-production follows.
- *Requires min. 4-5 weeks before deadline.



FOLLOWING UP ON A REQUEST?

If you have been in touch with marketing staff regarding a request, contact them directly to share additional information:

Senior Graphic Designer: Luis Morales (lmorales29@coastline.edu)
Graphic Designer: Josh Waite (joshuawaite1083@gmail.com)
Social Media: Kiara Brokenbrough (kiarajdraper@gmail.com)
Email Campaigns / Newsletter: Amy Severns (aseverns1.s@cccd.edu)
Video Producer: Alberto Lopez (alopez503@cccd.edu)
Web Content: Melissa Thompson (m_k_schaefer@yahoo.com)

