

Washington College Office of College Relations and Marketing Planning Checklist

Objectives

1. What is the underlying business/academic objective to be achieved?
2. What College departments or services will be highlighted?
3. Will the project promote a single event/goal, or highlight ongoing available services?
4. Who is intended audience?
 Students, faculty and/or staff Local community Prospective students and their families
 Alumni Donors

Timeframe

1. We require a minimum of six-weeks lead time ahead of the desired delivery date to ensure adequate attention and time for our team to complete the request. Please factor in extra time required for mail delivery, if necessary.
2. Please note: major changes to content after a printed/digital piece has been finalized will increase the chance of delayed or missed delivery dates.

Execution

1. Who will be approving the final creative?
2. Who is providing the content?
3. Where will the materials be distributed? (Printed flyers, email, video on YouTube, etc.)
4. How will the desired audience encounter these materials?
5. What budget line(s) will be used for any incurred costs?
6. If requesting a mailed piece handled through an outside vendor(s), who will provide quantity, mailing database, and postage?

If the request is for an event...

7. Where will it be held and who will be staffing it?
8. Is student attendance mandatory or is extra credit offered?
9. Are there other College events booked for that same day/space? If so, are alternative dates and locations available?
10. Is a photographer required?

Audience Considerations

1. How does the requested material serve the needs of your audience?
2. Are there points of contact (email, phone, web, etc.) for interested parties to reach the department or College office for more information on the event/services offered?
3. Are these points of contact adequately staffed? Will phone calls and emails be returned promptly?