Guide to Marketing and Communication

GUSTAVUS
GUSTAVUS ADOLPHUS COLLEGE

April 2009

Office Overview

Purpose

The Office of Marketing and Communication at Gustavus Adolphus College exists to identify and clearly and consistently articulate the core messages of the College, prioritize and engage key audiences, and drive outcomes that serve the College and meet its mission and business objectives.

Commitments

- We will support the institutional mission and goals of the College to the best of our abilities.
- We will uphold the College's core values of Community, Excellence, Faith, Justice, and Service.
- We will serve areas of the College collaboratively and responsively, providing marketing and communication expertise to complement the expertise others bring from their respective areas.
- We will provide marketing and communication direction and recommendations to the president, president's cabinet, and board of trustees as appropriate.
- We will develop integrated communication plans and strategies to most effectively convey the important messages of the College.
- We will spearhead the public relations and marketing efforts of the College.
- We will hone the institutional messages and strategic market position, and keep those messages and our desired position at the forefront of all we do.
- We will safeguard the institutional identity and brand of the College.
- We will plan for and respond to crises, supporting related safety and security efforts and upholding the institution's image.
- We will educate and train internal audiences to serve as effective ambassadors for the College's outreach efforts.

Our 2009 Goals

- **Build the Brand**
  Carry forward the Market Research Initiative in collaboration with SimpsonScarborough and the Gustavus Market Research Initiative Working Group.
- **Serve the College**
  Clarify, systematize, and communicate how we do our work, especially internal communications.
- **Focus on What Matters**
  Allocate staff time more effectively to communications work on institutional and academic strategic priorities.

Meet the Marketing and Communication Team

Gwendolyn Freed

Vice President

gfreed@gustavus.edu
507-933-6355

Joined Gustavus: December 2006
Hobbies: Running marathons

Gwen leads the College's marketing and communication efforts. She drives efforts in strategic branding, public relations, online and print communication, special events, fine arts programs, sports information, crisis communication, and legislative relations.

Dean Wahlund

Director of Communication Services and Special Events

dwahlund@gustavus.edu
507-933-7521

Joined Gustavus: August 1972
Hobbies: Traveling, boating, fishing

Dean serves as communication project manager for the Linnaeus Arboretum, enrollment management, church relations, and major events, such as the Nobel Conference, Commencement, MAYDAY! Peace Conference, and Gustavus Library Associates' events. He also cares for event logistics and hospitality.

Steve Waldhauser

Director of Editorial Services

waldo@gustavus.edu
507-933-7650

Joined Gustavus: August 1977
Hobbies: Crossword puzzles, reading, song collecting

Steve is the editor of the College magazine *The Gustavus Quarterly* and is a writer and editor for myriad external and internal projects for the institution. He's the mastermind behind the College's style and usage guidelines.

Stacia Vogel

Assistant Vice President

stacia@gustavus.edu
507-933-6395

Joined Gustavus: October 1990
Hobbies: Traveling, skiing, teaching

Stacia serves as marketing and communication project lead for the divisions of academic affairs and institutional advancement; coordinates photography and advertising; and supervises media relations.

Tim Kennedy

Director of Communication Services and Sports Information

timgasid@gustavus.edu
507-933-7647

Joined Gustavus: September 1984
Hobbies: Automobile restoring, coaching

Tim serves as communication project manager for all athletics and student affairs. He carries out media relations, website maintenance, and event management for the College's 25 athletic teams.

Al Behrends

Director of Communication Services and Fine Arts Programs

al@gustavus.edu
507-933-7013

Joined Gustavus: June 1977
Hobbies: Music, woodworking, reading

Al serves as project manager for fine arts programs. He manages events and communication for music, art and art history, theatre and dance, and some general communications.

Neely Camp

Director of Design Services

ncamp@gustavus.edu
507-933-7173

Joined Gustavus: January 2008
Hobbies: Motorcycling, snowboarding

Neely formulates and directs the College's visual identity in order to represent the College consistently and accurately and oversees all graphic design projects.

Dana Lamb

Administrative Coordinator

dlamb@gustavus.edu
507-933-7550

Joined Gustavus: March 2002
Hobbies: Camping, canoeing

Dana coordinates the office's administrative work. She guides staff and student work assignments, corresponds with various publics, coordinates major events, ensures excellent customer service, and maintains budgets.

Matt Thomas

Media Relations Manager

mthomas@gustavus.edu
507-933-7510

Joined Gustavus: March 2007
Hobbies: Tennis, golfing, downhill skiing

Matt proactively strives to get Gustavus in the news (print, broadcast, and online media). He handles all media queries, updates news on the College website, and writes numerous press releases that highlight College, faculty, and student accomplishments and programs.

Anna Deike

Graphic Design/Production Manager

adeike@gustavus.edu
507-933-7540

Joined Gustavus: December 2008
Hobbies: Traveling, Hiking, Quilting

Anna works with the Director of Design Services to create solutions to the College's graphic design needs, ranging from publications to display graphics. She is also production manager for the team.

Lorie Siebels

Administrative Assistant

lsiebels@gustavus.edu
507-933-7520

Joined Gustavus: May 2004
Hobbies: Hunting, bicycling, knitting

Lorie excels in customer service and hospitality as the primary office receptionist, answering calls and questions from various people (on- and off-campus) on innumerable topics. She assists with a multitude of projects and processes thousands of tickets for major events.

Student Employees

Work-Study and Internships

507-933-6213

Joined Gustavus: every year
Hobbies: Studying, writing, so much more

Student employees handle a variety of tasks for the office, including writing stories for the College's publications (print and online), taking photographs, ushering, answering phones, filing, and more.

Marketing and Communication Specialties

Media Relations

Coordinating news coverage by placing stories in the media is an important function of marketing and communication. Media Relations Manager Matt Thomas proposes stories that advance the College's strategic interests and intersect with the public's appetite for news and information.

Whether on behalf of departments, offices, or the institution as a whole, we promote coverage that highlights our values and our future-focused priorities. We succeed with angles that are timely and topical, have human interest, or that educate and stimulate external audiences in some way. We strive to be a resource through which reporters can find expert sources on our faculty and staff and through which they can hear about the achievements of our students and alumni. We also serve the College in crisis situations. With that in mind, here are some general media relations guidelines:

- Please refer all media queries to the Office of Marketing and Communication. We like to be aware of news or feature stories in progress, and we like to be of service to the media and to you.
- Keep Matt Thomas apprised of your areas of expertise and activities. This would include awards, publications, grants, appearances, or projects of particular current relevance or interest. Matt can promote these locally and regionally and work with our public relations consultant to place stories nationally as appropiate.
- Timing is everything. The sooner we know about a possible story, the better the odds are that we can place it effectively. For events, we need advance notice of at least a month, and for other items, even longer lead time is preferred. If you are involved in breaking news, contact us immediately.
- Be available and prepared for the media. Journalist queries can be exciting or daunting—sometimes both. To help make interviews a success, keep the following in mind.

  1. When speaking with a journalist, everything you say is fair game for quotation, even if you present it as "off the record" or "on background."
  2. When speaking with a journalist, don't appear to evade or stonewall by saying "no comment." If you are not sure how to respond to a question, please refer the reporter to Marketing and Communication.
  3. It helps to write down a few quick and concise points to stress during the interview. Avoid being too technical, keeping in mind your audience. If the journalist represents mass audiences, his or her background in your subject will be far less extensive than if he or she is reporting for a niche trade or academic outlet.
  4. Offer to be a resource to the reporter in fact checking. Suggest the reporter read or e-mail your quotes and any other facts back to you following the interview *for fact checking only*. This way, you can help the reporter ensure accuracy before going to press.

Media Relations issues should be addressed with
Matt Thomas, Media Relations Manager,
507-933-7510 or 612-269-4036,
mthomas@gustavus.edu.

Editorial Support

Much of our work centers on the written word. We pursue core branding strategies in all written communication to enhance the College's image and reputation. A veteran expert and invaluable resource, Steve Waldhauser edits *The Gustavus Quarterly* and works closely with our team to craft, edit, proof, and advise on text for a range of communications including brochures, Web pages, news releases, and more. Steve takes the lead in updating Gustavus's style and usage manuals. Refer to these whenever you have questions; they are online at gustavus.edu/publications/style. This is a helpful resource whether you want to know the full name and spelling of a campus building, the proper usage of the College name, or you need to know how to correctly place a comma or an apostrophe.

Address writing, style, or usage questions with
Steve Waldhauser, Director of Editorial Services,
507-933-7650,
waldo@gustavus.edu.

Graphic Design

Gustavus is fortunate to enjoy the talents of Director of Design Services Neely Camp. She works with Graphic Designer/Production Manager Anna Deike and the whole Marketing and Communication team to enhance the College's visual identity. Together they provide design, layout, and production services for Gustavus projects including, recruitment and fundraising publications, special event materials, advertisements, and innumerable other projects.

Our graphic design team works to develop ideas for printed pieces. Something to keep in mind with regard to design requests is that 8 weeks (or roughly 40 working days) of lead time is optimum to deliver any printed pieces. A typical project schedule is as follows:

Week 1	Preliminary meeting
Week 2	We provide you with ideas and cost estimates
Week 3	You provide complete copy to our office
Week 4	We present design concepts
Week 4-5	We incorporate your feedback and present another draft/proof
Week 4-5	Your final feedback is due
Week 5	Your final proof and sign-off are due
Week 6	We prepare the project for print
Week 7-8	Project at printer
Week 8	Project is delivered
Week 8-9	Project is distributed

Specific design questions may be directed to

Neely Camp
Director of Design Services,
507-933-7540,
ncamp@gustavus.edu.

Anna Deike
Graphic Design/Production Manager
507-933-7540
adeike@gustavus.edu.

A Graphic Identity Standards Manual that specifies appropriate College font, color, and logo uses is online at gustavus.edu/publications/style.

Web Communication

The Web is often the first point of contact for prospective students, alumni, the media, and other Gustavus constituents. The Office of Marketing and Communication works with Gustavus Technology Services, which manages the College's website, to meet a host of needs from creating and updating Web pages to setting up online registration for events, Web streaming, and more.

Most Web needs can be handled in consultation with communication representatives, who in turn will bring such requests to Web communication personnel. Some situations will require more in-depth consultation with Gustavus Technology Services. While page updates and other short-term needs may often be met on a same-day basis, please keep in mind that larger projects require planning and a timeline.

Marketing and Communication's primary liaison for Web communications is

Jerry Nowell,
Web Communications Coordinator,
507-933-6365,
jerry@gustavus.edu.

Events

Gustavus is home to hundreds of events each year. We help promote public lectures, exhibits, and more. To submit an event to us for promotion in the College Calendar and elsewhere, fill out an online submission form at gustavus.edu/news/calendar/submit.

We also help coordinate the largest and most visible events, including the annual Nobel Conference, Christmas in Christ Chapel, A Royal Affair, MAYDAY! Peace Conference, and Commencement. Any one of our communication strategists will work with you to arrange for your event brochures, Web announcements, calendar submissions, news coverage, and more.

Marketing and Communication staff can also guide you through the event-planning process with the aid of checklists and careful advance decision-making regarding roles and responsibilities, logistics, and expected outcomes.

Anyone seeking to draw more than two dozen people to an event should contact special event expert

Dean Wahlund, Director of Communication Services and Special Events,
507-933-7521,
dwahlund@gustavus.edu.

We strive to plan a year ahead as longer lead times significantly increase the ability to deliver outstanding results.

Photography and Video

Marketing and Communication works with a number of professional photographers to capture high-quality images of Gustavus for use online and in print. A communication strategist can assist you with your image needs, whether they are for a printed piece, a Web page, or another communication vehicle. We can deploy staff or hire freelance photographers. Action, event, portrait, large group, or other specialty photography needs should be communicated well in advance. In most cases, photography costs are borne by the requesting department or office.

Photography assignments are coordinated by Stacia Vogel, an award-winning photographer. Photos taken by Gustavus employees or student workers are credited as Gustavus photos.

Video is an emerging medium for college marketing. We have new equipment in house and we are developing expertise specifically for Web-based communicating and media relations.

- Image Library

  Marketing and Communication maintains an archive of various current and past Gustavus photographs and other images. Our image library will soon be accessible online.

- Licensing and Copyright

  Gustavus holds trademarks to its name. Vendors and others interested in licensing arrangements must contact our office. The College must follow legal guidelines with regard to fair use and permissions on copyrighted material. Marketing and Communication is a good resource for information and support in this area.

Questions or requests regarding photography, image archives, or copyright and licensing may be directed to

Stacia Vogel, Assistant Vice President for Marketing and Communication,
507-933-6395,
stacia@gustavus.edu.

Working with the Office of Marketing and Communication

Expenses

Marketing and Communication services are free. Clients are responsible for all other expenses, which may include printing, postage, photography, advertising, or other goods or contracted services. One of our communication strategists will assist you in planning your budget and meeting your goals.

How to work with us

- Simply call us at 507-933-7520 weekdays between 8 a.m. and 4:45 p.m.
- Fill out and submit an online Marketing and Communication Project Request Form at gustavus.edu/marketing/projectrequest.

Because we provide a wide range of strategic services, we want to meet with you in person to discuss your plans, ideas, and goals. Meet with us early in your thought process so we can best serve you and the institution. Please note that creative design requests may take 8 weeks or longer, depending on our workload, a project's complexity, and the College's strategic priorities.

Quick Guide

What Can Marketing and Communication Do for You?

- Help you develop comprehensive, strategic communication plans for events or programs.
- Contact media to promote the College, your department, program, or event.
- Provide quality editorial services (writing or proofreading).
- Design, layout, and coordinate printing for various projects.
- Assist in planning and promoting public events.
- Provide expertise and assistance with photography, including use of our image library.
- Coordinate Web communications through Gustavus Technology Services.

Contact Us

Phone: 507-933-7520

In Person: Carlson Administration Building

See pages 2-3 for individual contact information.

Internal Communication

College Calendar

The Office of Marketing and Communication strives to make the Gustavus community aware of events and activities offered throughout the year. Student groups and individuals are encouraged to submit their events to the online College Calendar to keep the campus updated on these events. The Office of Marketing and Communication's role is to moderate the calendar. By using the online College Calendar as a central location for event announcements, events will show up in the searchable, online campus calendar, and they will also show up in various locations on the Gustavus website. The College Calendar should be the centralized resource for all events at Gustavus.

Submissions to the calendar can be made by clicking on the following link and entering the appropriate information (date, time, location, event description, sponsor, and contact info): gustavus.edu/news/calendar/index.cfm?pr=submit&submit=yes&which=e . (This can also be found through the Gustavus Homepage, clicking on Calendar, Make a Submission, Submit My Event.) You will be required to log in to the submission page.

Once a submission has been made, it will be reviewed and approved by the Office of Marketing and Communication and then posted to the College Calendar. Please complete the submission page and allow up to two business days for approval. Those who visit the College's homepage will be able to view the Calendar, which includes events for the day, week, and month.

The Office of Marketing and Communication hopes the College Calendar serves as a useful resource and an easy way for your group to publicize your events and annoucements. For questions, call 507-933-7520.

Inside Gustavus

Inside Gustavus is an internal employee newsletter that, like its predecessors going back to the late 1960s (including the *Yellow Sheet* and *GACNI*), serves the Gustavus campus community. Assembled weekly during the academic term by the staff of the Office of Marketing and Communication, the newsletter, now delivered online on Thursday afternoons, includes

- faculty, staff, and student achievements
- official and special announcements ranging from calls for promotion support letters to city snow emergency guidelines
- notice of upcoming events of interest both on- and off-campus
- births and deaths within the Gustavus community
- changes and updates in facility hours, e-mail addresses, and phone numbers
- position notices and announcements of new employees
- reports of the College, or its people or programs, in the media
- gift and grant announcements and funding opportunities
- congregational outreach activities
- housing and other items sought or for rent or sale
- a weekly calendar of events.

Consider This . . .

Marketing and Communication is about much more than producing aesthetically appealing publications. The office exists to help move Gustavus forward in strategic ways—to enhance its visibility with key constituencies to positively affect recruitment, retention, and fundraising. Look to our office and staff as collaborative, strategic partners. Involve us in formative decision making during the initiation stages. We are charged with regularly asking ourselves how Gustavus is viewed and valued by our key audiences. Some of the questions we ask are listed below.

Do our key audiences see/hear Gustavus?

- *Visibility/Footprint:*

  Advertisements

  Media coverage

  Public partnerships

  Web presence

  Events

  Scholarly output

  Ambassador appearances (campus leaders, trustees, alumni, friends)

  "Buzz"/Word of Mouth

Do they value Gustavus?

- *Identify and Differentiate:*

  What does Gustavus stand for, how does that stand out?
- *Cohesion and Clarity:*

  Is there simplicity, universality, and versatility to our message?
- *Power:*

  Is it visionary, challenging, and innovative?
- *Focus and Reach:*

  Are we meeting audiences where they are, physically, culturally, demographically, intellectually, spiritually, and economically?
- *Credibility:*

  Do our leaders embody the brand, do experiences match claims, do facts support messages and images and vice versa?

Do they feel Gustavus values them?

- *Community-building:*

  Is Gustavus's communication personal and personalized?

  As a constituent, am I in the loop?

  Does Gustavus try to bring me closer?

  Do I hear Gustavus's best stories?

  Am I barraged with information, or do I get the information that matters?

  Does the College maximize every contact point with me to build our relationship in meaningful ways and affirm shared values and common purpose?

  Does the College have appropriate expectations of me?

  Does the College follow through with communications?

  Does the College recognize and thank me?

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Office of Marketing and Communication

800 West College Avenue | St. Peter, Minnesota 56082 | 507-933-7520 | *gustavus.edu/marketing*