The Office of Marketing and Communication at Gustavus Adolphus College strives to clearly and consistently articulate the core messages of the College, to assist the various divisions of the college in reaching and engaging key audiences, and to help the college achieve the goals set forth in the strategic plan.

**OUR COMMITMENTS**

We will:

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

**OUR GOALS**

The Marketing and Communication team emphasizes key messages, graphic standards, and the look, feel, and attitude of the brand throughout the Gustavus communications flow. We will educate and empower our campus partners and colleagues to do the same.

From streamlining event ticketing to managing design and communication projects online to harnessing a host of social networking tools, our team is committed to being at the forefront of innovations that offer convenience, immediacy, enjoyment, and sense of community to our core audiences on and off campus.

We anticipate a greater focus on content management. This means finding and sharing stories across multiple media, channels, and platforms in ways that bring our mission, vision, and brand to life. We will increasingly engage the wider Gustavus community in the celebration of Gustavus stories via social networks in particular.
MEET OUR TEAM

**TIM KENNEDY**  
Vice President for Marketing and Communication  
tkennedy@gustavus.edu  
office: 507-933-7520  
mobile: 507-420-1227

Tim leads the College’s marketing and communication efforts, serving as project lead for academic affairs, admission, advancement, and Web communications; coordinating photography, video, advertising, and social media; and supervising media relations, fine arts programs, and sports information.

**MATT THOMAS**  
Director of Media Relations and Internal Communication  
mthomas@gustavus.edu  
office: 507-933-7510  
mobile: 612-269-4036

Matt writes press releases for the College, as well as news and feature stories for the College’s website. He contributes to the College’s social media marketing efforts, edits the College’s weekly employee newsletter, performs photography, and pitches stories to local, regional, and national media outlets.

**NEELY PRENZLOW**  
Director of Design Services  
neely@gustavus.edu  
507-933-7173

Neely formulates and directs the College’s visual identity in order to represent the College consistently and accurately and oversees all graphic design projects. She works closely with representatives from many different offices and programs to translate their ideas and copy to print publications that represent the College. She also works with outside vendors for T-shirts, buttons, and any other promotional materials.

**STEVE WALDHAUSER**  
Director of Editorial Services  
waldo@gustavus.edu  
507-933-7650

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 been instrumental in developing and maintaining the College’s style and usage guidelines, and is available to answer your questions about the College’s history.

**ANNA DEIKE**  
Graphic Designer/Production Manager  
adeike@gustavus.edu  
507-933-7540

Anna is production manager for the team, coordinating the AtTask Project Management System. She also works with the Director of Design Services to create solutions to the College’s graphic design needs, ranging from event and departmental publications to display graphics, and is the designer for the Quarterly alumni magazine. She also serves as the marketing representative for Advancement, Admission, the Center for Servant Leadership, Alumni and Parent Engagement, and the Office of the Chaplains.

**JENNIFER KURTH**  
Graphic Designer  
jkurth@gustavus.edu  
507-933-6413

Jenny works with the Director of Design Services to realize the College’s graphic design needs. She assumes a variety of creative tasks, maintaining the College’s graphic standards and visual identity while responding to clients’ ideas.
Dean serves as a marketing representative for Linnaeus Arboretum, Dean of Students Office, Campus Activities, Book Mark, and Campus Safety, and coordinates major events such as the Nobel Conference, Commencement, Christmas in Christ Chapel, the MAYDAY! Peace Conference, and Gustavus Library Associates’ events. He also cares for event logistics and hospitality.

Al serves as a marketing representative for all the fine arts programs. He is responsible for media relations, website maintenance, and event management. He also coordinates tours for the choir, band, and orchestra.

Dana assists with coordination of Signature Events logistics, maintains departmental budgets, is the administrative liaison for Gustavus Library Associates, and serves as a marketing representative for academic affairs. She also works with the AtTask Project Management System.

Lorie serves as the primary office receptionist, answering calls and questions from people (on- and off-campus) on various topics. She oversees campus photography requests and the office’s photographic database. She also coordinates Gustavus’s online event ticketing system, College calendar submissions, and supervises student employees.

Ethan serves as communication project manager for all athletics programs. He is responsible for media relations, website maintenance, and event management for the College’s 23 intercollegiate athletics teams.

Student employees handle a variety of tasks for the office, including writing stories for the College’s publications (print and online), taking photographs, capturing video, selling tickets, ushering, answering phones, filing, and more.
**QUICK GUIDE**

**What can Marketing and Communication do for you?**

- Help you develop comprehensive, strategic communication plans for events and 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 communication through Gustavus Technology Services.

**CONTACT US**
Lundgren House
507-933-7520
marketing@gustavus.edu
See pages 4–5 for individual contact information.

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**HOW TO WORK WITH US**

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 eight weeks or longer, depending on our workload, a project’s complexity, and the College’s strategic priorities.**

Fill out and submit an online Marketing and Communication Project request form at [gustavus.edu/marketing/projectrequest](http://gustavus.edu/marketing/projectrequest).

We will contact you after we receive your request to set up a preliminary meeting to discuss all aspects of the project.

**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.
THINGS TO CONSIDER

PLANNING AND PROMOTION

The Office of Marketing and Communication works to build, strengthen, and enhance Gustavus’s reputation as a nationally recognized liberal arts college, and to effectively communicate that Gustavus is an exceptional institution of higher education.

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.

The work of our office includes strategic communications planning, media and public relations, publications, event marketing, Web, marketing plans and projects, and advertising. By collaborating with campus departments and offices, our team provides direction, expertise, and services that create and sustain a comprehensive and coordinated communications and marketing program.

Look to our team members as collaborative, strategic partners. Involve us in formative decision-making during the initiation stages.

NEED TO MAKE AN ANNOUNCEMENT OR PROMOTE AN EVENT AND AREN’T SURE WHERE TO START?

Here is a simple set of guidelines for faculty and staff who need to promote events and activities. If you need further assistance with promotions after reviewing our tips and tactics, please contact the Office of Marketing and Communication at 507-933-7520 or marketing@gustavus.edu.

Ask yourself a few basic questions before starting the project:

- Have I collected the relevant details—date, time, location, venue, sponsors, etc.—to begin the promotional campaign?
- Who is my intended audience? Faculty? Staff? Students? Alumni? Greater community?
- How does my audience like to receive communications? Email? Fliers? Posters? Social Media?
- Do I have a budget for printing, postage and/or other promotional materials? You may plan to use free methods of promotion; however, if not, it is advisable to secure your budget before moving forward with design or promotion.
- When should I begin? The timeline depends on the type of event and the size of the audience. As a general guideline for most campus promotions, you should begin the promotion at least six weeks prior to the date of the event and increase the frequency of the messages as the date nears. (In order to promote your event six weeks before it will occur, we suggest you contact us three months before the date of the event.)
A FEW 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, regionally, and nationally as appropriate.

- 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.
SOCIAL MEDIA

Social media and social networking such as Facebook, Twitter, YouTube, LinkedIn, Instagram, and Flickr provide important avenues for the College.

These are strategic tools used for two-way communication. They allow people to connect. They drive people to the College.

The Office of Marketing and Communication convenes a Social Networking Task Force that meets monthly.

Social media is used intentionally in Admission, Alumni Relations, Advancement, and Marketing and Communication, but it can be used by anyone. We encourage faculty, staff, and students to take advantage of these dynamic, interactive communication tools. We can help you familiarize yourself with these tools and get you up and running.

ADDRESS SOCIAL MEDIA QUESTIONS TO
Tim Kennedy
Vice President of Marketing and Communication
507-933-7520  |  tkennedy@gustavus.edu

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.

ADDRESS WEB COMMUNICATION QUESTIONS TO
Jerry Nowell
Director of Web Services
507-933-6365  |  jerry@gustavus.edu
GRAPHIC DESIGN

Gustavus is fortunate to enjoy the talents of Director of Design Services Neely Prenzlow. She works with Graphic Designer/Production Manager Anna Deike, Graphic Designer Jennifer Kurth, 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.

ADDRESS DESIGN QUESTIONS TO
Neely Prenzlow
Director of Design Services
507-933-7173  |  neely@gustavus.edu

Jennifer Kurth
Graphic Designer
507-933-6413  |  jkurth@gustavus.edu

ADDRESS PRODUCTION QUESTIONS TO
Anna Deike
Graphic Designer/Production Manager
507-933-7540  |  adeike@gustavus.edu

MARKETING PROJECT TIMELINE GUIDELINES

The Marketing and Communication team at Gustavus is eager to work with you on your publication needs. Since your project will be placed on a production schedule with dozens of other projects, we encourage you to meet with us early in your planning process. Our goal is to provide you with top-quality products in a timely manner. A timeline will be assigned in the preliminary meeting of your project.

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

To request a design project go to gustavus.edu/marketing/projectrequest.
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, *Inside Gustavus*, and more. Steve takes the lead in maintaining and updating Gustavus’s style and usage manuals. Refer to these whenever you have questions; they are online at gustavus.edu/publications/style or as a printed booklet upon request. 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 how to correctly place a comma or an apostrophe.

ADDRESS WRITING, STYLE, OR USAGE QUESTIONS TO
Steve Waldhauser  
Director of Editorial Services  
507-933-7650  waldo@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/calendar/.

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.

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

REFER TO EVENT CHECKLIST AND EVENT PLANNING GUIDE  
gustavus.edu/marketing

ADDRESS EVENT QUESTIONS TO
Dean Wahlund  
Director of Communication Services and Special Events  
507-933-7521  dwahlund@gustavus.edu
PHOTOGRAPHY AND VIDEO
Marketing and Communication works with a number of professional photographers to capture high-quality images for 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 Lorie Siebels. Photos taken by Gustavus employees or student workers are credited as Gustavus photos.

Video is an emerging medium for college marketing. We have equipment in house and are developing expertise specifically for storytelling and media relations.

ADDRESS PHOTOGRAPHY, IMAGE ARCHIVES, AND COPYRIGHT AND LICENSING QUESTIONS TO
Tim Kennedy
Vice President of Marketing and Communication
507-933-7520  |  tkennedy@gustavus.edu

IMAGE LIBRARY
Marketing and Communication maintains an archive of various current and past Gustavus photographs and other images. Images may be viewed on the Gustavus Flickr site. To request high resolution images to use for publications, etc., contact Lorie Siebels at 933-7520 or lsiebels@gustavus.edu.

LICENSED 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.

To make a photo request go to gustavus.edu/marketing/photorequest.php.
PHOTO STUDIO
A recent addition to the services offered by the Marketing and Communication Office is the portrait photo studio.

It is now possible for faculty, staff, and administrators to have a professional quality portrait photo taken on campus at no cost. The studio is located in the lower level of the Lundgren House, and appointments for photos can be made by accessing this link on the Marketing and Communication website at gustavus.edu/marketing. The link to make an appointment to have your photo taken is on the left side of the page under Photo Studio. Digital copies of the photos, both a Web version and a high resolution version, are provided to each person via email. The originals are also kept in the College’s photo archives for future use.

TO SCHEDULE A PHOTO APPOINTMENT
gustavus.edu/marketing
or
Lorie Siebels
Administrative Assistant
507-933-7520  |  lsiebels@gustavus.edu

GUSTAVUS TICKETING
For the past few years, Gustavus has partnered with University Tickets for our event ticketing needs.

This easy to use, online system, makes tickets available to the campus at your convenience. To order tickets, visit gustavustickets.com and create an account on the left-hand side of the web page. By using your Gustavus e-mail to authenticate yourself, employees and students often receive complimentary tickets to major events.

If you have an event that will require tickets, contact marketing@gustavus.edu to set up your event on gustavustickets.com. This should be done at least one week prior to your “on sale date,” or earlier if publicity is desired.

ADDRESS TICKETING QUESTIONS TO
marketing@gustavus.edu
or
Lorie Siebels
Administrative Assistant
507-933-7520  |  lsiebels@gustavus.edu
COLLEGE CALENDAR

The Office of Marketing and Communication strives to make the Gustavus community aware of events and activities offered throughout the year.

Campus 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 also in various locations on the Gustavus website. The College Calendar should be the centralized resource for all events at Gustavus.

INSIDE GUSTAVUS

Inside Gustavus is an internal employee newsletter following in the tradition of predecessors going back to the late 1960s.

Assembled weekly during the academic term by Matt Thomas, the newsletter is typically delivered via email on Thursday afternoons. It includes:

- President’s Cabinet summary
- 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, email 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

SUBMITTING CALENDAR EVENTS

You can add events to the College Calendar via the Web. Go to gustavus.edu/calendar. You will be required to log in to submit an event.

Once you submit your event, the Office of Marketing and Communication will review, approve, and post it to the College Calendar. Please allow up to two business days for this process.

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 announcements. For questions, call 507-933-7520.

SUBMITTING TO INSIDE GUSTAVUS

Did you win an award or recently get published? Are you helping the disadvantaged or just looking to sell a puppy? Do you know somebody who knows somebody who knows something big?

Submissions to Inside Gustavus can be made by going to gustavus.edu/news/submit. Complete the form provided.

Contact Matt Thomas at mthomas@gustavus.edu or x7510 with questions regarding Inside Gustavus.
EMAIL LISTS

The College maintains several email lists for communication with targeted audiences. The Office of Marketing and communication administers two of those lists: community-l and employee-l.

- **The community-l** list includes all Gustavus students, faculty, and staff and is usually reserved for major announcements including key personnel decisions, school closings or delays due to inclement weather, messages regarding campus safety, and updates from the President and Board of Trustees.

- **The employee-l** list comprises all Gustavus employees, including faculty, administrators, and support staff. The parameters for sending to employee-l are not as strict as those for sending to community-l; however, an employee-l message should still rise to a level at which a large percentage of employees would be affected or find interest in the content.

**INQUIRE ABOUT OR ADDRESS COMMUNITY-L OR EMPLOYEE-L QUESTIONS TO**

**Matt Thomas**
Director of Media Relations and Internal Communication
507-933-7510 | 612-269-4036
mthomas@gustavus.edu

EMAIL LISTS ADMINISTERED BY OTHER OFFICES

Several other email lists are either automated or administered by other offices on campus:

- **gustavus-l**: an automated campus announcement and event list that pulls items from the College Calendar. It is distributed via e-mail Monday through Saturday. Go online to gustavus.edu/news/gustavusl.php to subscribe or unsubscribe from the list and learn how to have your events and announcements appear on the gustavus-l list.

- **faculty-l**: administered by the Office of the Provost; go online to gustavus.edu/provost/faculty-l for guidelines regarding submitting messages to this list. Call x7541 to inquire.

- **student-l**: administered by the Office of the Dean of Students; call x7526 to inquire.