

## Submitting a Request for Services to the Office of Communications

Requests for services are accepted via the **Office of Communications Request Form** located in **Workfront**. Some examples of services include any combination of the following:

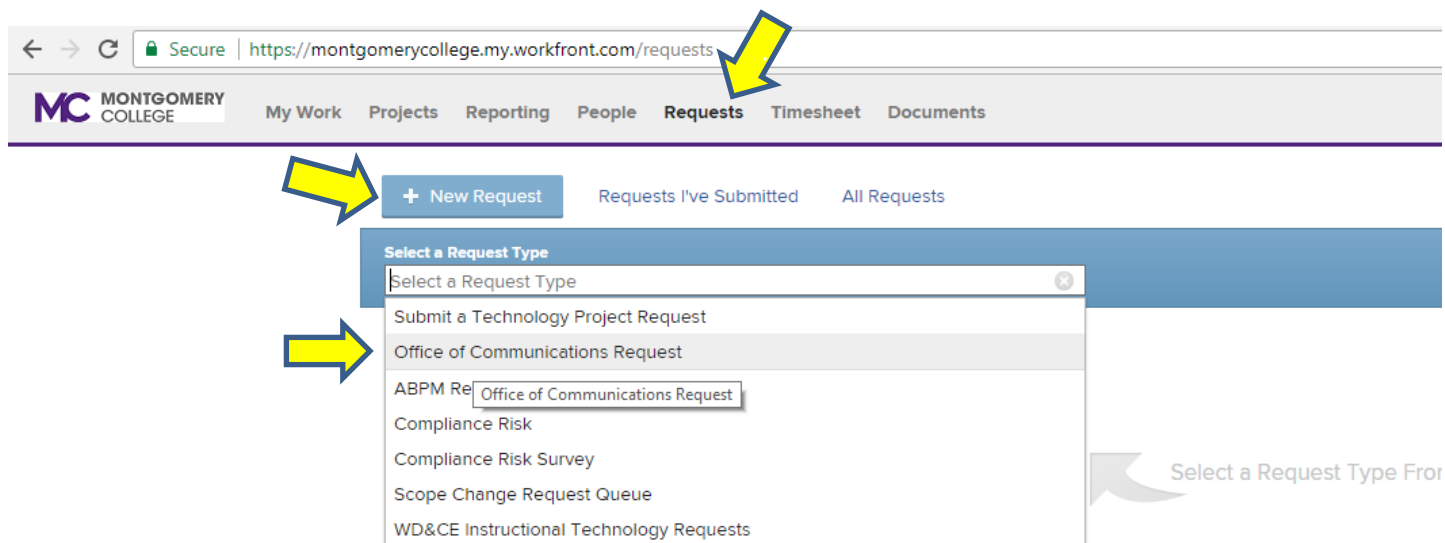
- Printing booklets, annual reports, postcards, invitations, posters, and/or brochures;
- Graphic design services;
- Specialty orders for exhibits, displays, signage, and promotional items;
- Video production – short-form or large scale;
- Photography;
- Suggesting MC student, staff, faculty or alumni stories;
- Marketing campaign development;
- Social Media requests;
- Internal communications support;
- Communications strategy consultation and planning.

Submitting a request early helps the Office of Communications analyze, prioritize, and schedule the appropriate resources to meet the needs of the request. Please submit your Communications Request at least 3-4 weeks prior to your desired due date.

**Note:** Anyone with a MC **Workfront** license can create a Communications Request. To request a MC Workfront license, please email your MyMC ID to [Betty.Francis@montgomerycollege.edu](mailto:Betty.Francis@montgomerycollege.edu)

To create and submit a **Communications Request**:

1. Log in to **Workfront** (<https://montgomerycollege.my.workfront.com>) using your MyMC ID and password
2. Click the **Requests** tab on the menu bar



3. Under this, select the **New Request** tab.
4. In the Select Request Type dropdown, select **Office of Communications Request**.
5. The **Office of Communications Request** form will appear. See example on page 2.

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← → ↻ Secure | <https://montgomerycollege.my.workfront.com/requests?activ>

Office of Communications Request -

Subject

Description

Documents

-

Or drag and drop here to attach...

## \* Office of Communications Request

Requestor <sup>?</sup>

E-Mail <sup>?</sup>

Department or Office <sup>?</sup>

Phone <sup>?</sup>

Request Sponsor <sup>?</sup>

Campus <sup>?</sup>

-- Select --

Is this related to an event?

Yes  No

Services Requested <sup>?</sup>

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Print 8+ page booklets, annual reports | <input type="checkbox"/> Print postcards or invitations                            | <input type="checkbox"/> Print posters or brochures         |
| <input type="checkbox"/> Graphic Design Services                | <input type="checkbox"/> Specialty: exhibits, displays, signage, promotional items | <input type="checkbox"/> Video--Short (2 minutes)           |
| <input type="checkbox"/> Video--Large Scale                     | <input type="checkbox"/> Photography   | <input type="checkbox"/> Suggest MC Student or Alumni Story |
| <input type="checkbox"/> Marketing Campaign                     | <input type="checkbox"/> Social Media  | <input type="checkbox"/> Internal communications support    |
| <input type="checkbox"/> Communications Strategy Consultation   | <input type="checkbox"/> Other   |   |

If you need assistance with a MC or MyMC Web Page, please click here to contact IT.

For any Digital Signage assistance, please click here.

Note: The Office of Communications will evaluate each project request and provide services based on priorities and resource availability.

Requested Due Date <sup>?</sup>

Date of Anticipated First Use

Primary Audience <sup>?</sup>

-- Select --

Other Audiences <sup>?</sup>

- |   |   |                                  |
|---|---|----------------------------------|
| <input type="checkbox"/> Current Students | <input type="checkbox"/> Prospective Students | <input type="checkbox"/> Alumni  |
| <input type="checkbox"/> Faculty          | <input type="checkbox"/> Staff                | <input type="checkbox"/> Donors  |
| <input type="checkbox"/> Business         | <input type="checkbox"/> Community            | <input type="checkbox"/> Parents |

Update to Existing Work Produced by the Office of Communications? <sup>?</sup>

Yes  No

Please attach any documents or artwork related to this request in the Documents section above.

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6. Enter the following information.

| Field Name  | Description   |
|-------------|---|
| Subject     | Provide a name that defines the communications request. |
| Description | Provide an explanation of the requested service(s).     |

7. **Documents:** If document(s) or artwork/images [such as event information, program, logos, photos, bios, agenda, floor plan, map, etc.] are associated with this request, please include them here via one of three methods to attach:

- Drag and Drop the document/image from your computer;
- Copy an image and paste it directly from your clipboard;
- Click Add Documents and browse and select.

8. **Office of Communications Request:** Enter requested information in the fields:

| Field Name                              | Description  |
|---|--|
| <b>Office of Communications Request</b> |  |
| Requestor                               | Enter the requestor's name—this may be different from the person logged in.  |
| E-mail                                  | Enter the requestor's e-mail address.  |
| Department or Office                    | Enter the College department or office requesting this communication.  |
| Phone                                   | Enter the best phone number to reach the requestor for questions and clarification purposes.   |
| Request Sponsor                         | Provide the name of the dean, provost, or administrator who has authorized and sponsors this request.  |
| Campus                                  | Select the location (campus, College-wide, etc.) needing this communication.   |
| Is this related to an Event?            | If the communication is related to an event, select Yes. Otherwise, select No. <i>If yes is selected, the following fields will appear:</i>  |
| Event Start Date and Time               | Select the start date and time for the event.  |
| Event End Date and Time                 | Select the end date and time for the event.  |
| Event Location                          | Provide the location for the event.  |
| Number of People to Attend              | Estimate the number of people planning to attend the event.  |
| Services Requested                      | Select all Office of Communications Services that will be needed for this specific project. There are a number of services from which to select. <i>If one or more of the following are selected, the associated information is requested:</i> |
| Print Booklets and Annual Reports       | Funding Source: Pull down and select the funding source.   |
| Print Postcards or Invitations          | Number of Printed Materials Needed; Requested Mailing Date; and Funding Source.  |
| Print Posters or Brochures              | Number of Printed Materials Needed and Funding Source.   |

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|   |  |
|---|--|
| Graphic Design Services   | Number of Printed Materials Needed and Funding Source. Note: not all design projects require printing.   |
| Specialty: exhibits, displays, signage, promotional items         | Number of Printed Materials Needed and Funding Source.   |
| Other   | Other Services: Describe any other services being requested not covered by the previous categories.  |
| Requested Due Date  | Enter the desired date you need the completed item(s) to be available.   |
| Date of Anticipated First Use                                     | Enter the anticipated date of first actual use, or mailing.  |
| Primary Audience  | Select the primary audience for this effort.   |
| Other Audiences   | Select all relevant secondary audiences.   |
| Update to Existing Work Produced by the Office of Communications? | Is this an update to existing design, print or video materials, or a project originally produced by the Office of Communications? If Yes, the following information will be requested. |
| Name, description of original materials or Project.               | Please provide the name and a description of the original materials or project. If previous document(s) or artwork/image(s) are available please attach – see step #7 above.           |

*Note: The Office of Communications will evaluate each project request and provide services based on priorities and resource availability.*

### 9. Click **Submit Request**.

A representative of the Office of Communications will contact you for strategic consultation to identify the best approach for your project. Each project is unique. Please note that time of year, complexity of projects, multiple client and committee reviews, budget, current Office of Communications workload and competing priorities may shorten or lengthen these estimates or even cause the Office of Communications to delay or decline the project request.

#### Approximate estimates of turnaround time by project type:

- Communications strategy consultation and budget planning: 4 to 8 weeks
- Print pieces (8+ page booklets, annual reports): 3 to 6 months
- Print pieces (postcards, posters, trifold brochures, invitations, etc.): 6 to 8 weeks
- Specialty items (exhibits, displays, signage, promotional items): 2 to 4 months, depending on scope
- Photography: 2 to 4 weeks
- Video support: 3 to 8 weeks
- Social media project: 1 to 6 weeks
- Marketing campaign: varies by scope; should be integrated within the fiscal year planning and budgeting processes
- Internal communications support: 1 to 4 weeks

*For help, or to request a Workfront license, email [Betty.Francis@montgomerycollege.edu](mailto:Betty.Francis@montgomerycollege.edu)*