

Quick Resource Guide for Marketing Initiatives

The following chart indicates the communication channel for a variety of tasks. Please review your specific request and contact the appropriate office. For questions, please contact teresa.loftesnes@minotstateu.edu or 3062.

TASK	DEPART/DIV/OFFICE	MARKETING OFFICE CONTACT	WEBMASTER	PUBLICATIONS AND DESIGN SERVICES CONTACT
All External Communication Messages	Send Word document via the Visual Review Policy for review prior to sending to PDS. Amanda D. will review and send final copy back to submitter. The copy can then be sent to Pub & Design Sys.	Amanda Duchsherer - 3199		PDS prints after final approval(s)
Program of Study/Fact Sheet	Send Word document via the Visual Review Policy for review prior to sending to PDS. Amanda D. will review and send final copy back to submitter. The copy can then be sent to Pub & Design Sys.	Amanda Duchsherer - 3199		PDS prints after final approval(s)
Websites: Development/Updates	<i>(The following tasks should be completed via the identified department/division/office web administrator in consultation with Amanda Duchsherer or Teresa Loftesnes.)</i>		Contact Anton for request/support	
	Write/edit accurate and timely content			
	Review list of majors, minors, etc. for accuracy			
	Review current program of study/fact sheets for accuracy and functionality (ensure all links work, data is accurate, etc.)			
	Review faculty biographies to ensure current information is noted including a professional photo			
	Determine proof points to be posted			
	Assess photography/videos throughout the website to ensure fresh content is being shared			
	Write and post noted student, faculty, and staff accomplishments			
SOCIAL MEDIA ADS/POSTS		Rick Heit		
PROMOTIONAL ITEMS		Teresa Loftesnes		PDS produces final design
ADVERTISEMENTS		Teresa Loftesnes		
VIDEO/FILMS		Rick Heit		
PHOTOGRAPHY		Rick Heit		