A Guide to the Office of Strategic Communications

Fall 2014

College of there’s no college like it.

singing your heart out.
earning your stripes.
first-name basis.
blazing trails.
anything but average.
feels like home.
your next chapter in life.
starting fresh.
College of creative freedom.
Contents

Quick Reference Guide

Office Overview

Meet Our Team

Working With Us

Things to Consider

Our Specialties
  Advertising
  Doane Magazine
  Editorial Support
  Graphic Design
  Media Relations
  Photography & Video
  Print Coordination
  Promotional Items
  Social Media
QUICK REFERENCE GUIDE

Advertising
Mike Lefler
402-826-8589
Mike.Lefler@doane.edu

Doane Magazine
Content - Lucas Fahrer
402-826-6709
Lucas.Fahrer@doane.edu
Design - Eileen Chalupa
402-826-8546
Eileen.Chalupa@doane.edu

Editorial Support
Lucas Fahrer
402-826-6709
Lucas.Fahrer@doane.edu

Graphic Design (External)
Eileen Chalupa
402-826-8546
Eileen.Chalupa@doane.edu

Media Relations
Mike Lefler
402-826-8589
Mike.Lefler@doane.edu

Photography
Digital Marketing Specialist

Printing (External Print Vendors)
Mike Lefler
402-826-8589
Mike.Lefler@doane.edu

Promotional Items
Mike Lefler
402-826-8589
Mike.Lefler@doane.edu

Social Media
Digital Marketing Specialist

Videography
Digital Marketing Specialist

The following services are offered outside the Office of Strategic Communications

Bookstore
Lynette Newton
402-826-8688
Lynette.Newton@doane.edu

Event Support
Marilea Thiem
402-826-6775
Marilea.Thiem@doane.edu

Graphic Design (Internal)
Mike Shehlik
402-826-8316
Michael.Stehlik@doane.edu

Mailing
Mike Shehlik
402-826-8316
Michael.Stehlik@doane.edu

Printing (In-house)
Mike Shehlik
402-826-8316
Michael.Stehlik@doane.edu

Sports Information
Rick Schmuecker
402-826-8248
Rick.Schmuecker@doane.edu

Website
Content/Training - Chet Gassett
402-826-6718
Chet.Gassett@doane.edu
Database - Amos Joseph
402-826-6760
Amos.Joseph@doane.edu

Important Web links may be found at the Office of Strategic Communications website:
doane.edu/osc

Graphic Standards
Style Guide
Guide to OSC
Brand Resources
Project Request Form
Photography Request Form
OFFICE OVERVIEW

The Office of Strategic Communications (OSC) provides strategic communications and marketing leadership for Doane College. Our results-oriented team of experienced and talented professionals is responsible for helping the college communicate with one voice - on all four campuses, statewide, nationally and worldwide - in deeply-rooted support of the college’s mission, values and strategic plan.

We are committed to building, promoting and furthering the college’s distinct brand while providing superior quality and service to the entire Doane community. Through creative marketing plans, dynamic design, a consistent Web presence and vibrant photography, we collaborate with departments, units and offices to promote Doane College. Our team of professionals also provides broad-based support and produces stories that showcase the remarkable achievements of Doane students, faculty, staff and alumni, both through traditional news and social media while also maintaining cooperative relationships with the media.

Our Goals

Doane introduced a new vehicle to promote its brand in December 2013. The Office of Strategic Communications team will continue to emphasize its key messages, graphic standards, and the look, feel, and attitude of the brand throughout the Doane communications flow. We will educate and empower our campus partners and colleagues to do the same.

From managing design and communication projects 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 campuses.

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 Doane community in the celebration of Doane stories via social networks in particular.
MEET OUR TEAM

Mike Lefler
Senior Director of Strategic Communications
Mike.Lefler@doane.edu
Office: 402-826-8589
Mobile: 402-202-3588
Mike leads the college’s marketing and communication efforts by developing, implementing and managing strategic communication initiatives to increase visibility of the college and maximize effect on enrollment and advancement. He serves as lead staff for all Doane advertising, public relations, media relations and crisis communications.

Lucas Fahrer
Communications Specialist
Lucas.Fahrer@doane.edu
Office: 402-826-6709
Mobile: 307-286-9584
As communications specialist Lucas serves as the office’s chief writer reporter. He is responsible for much of the content produced for the website along with the Doane College blog and serves as editor of Doane Magazine. He actively seeks stories that are relevant to Doane’s strategic plan and works to gain regional and national exposure for the college. Lucas is also instrumental in producing content for admissions and advancement pieces as well as presidential communications.

Eileen Chalupa
Senior Graphic Designer
Eileen.Chalupa@doane.edu
Office: 402-826-8546
Eileen is responsible for designing and developing marketing and advertising collateral pieces based on established brand and design standards. She ensures adherence to the Doane graphic standards as well as ensuring consistencies in our overall master brand. Eileen approves all externally-created college materials and collaborates to develop overarching design campaigns and provides graphic and artistic direction for all of Doane’s strategic marketing materials.

TBA
Digital Marketing Specialist
The DMS is charged with creating and administering a strategic plan specifically for use of social and digital messaging to advance the Doane brand. S/he provides project management for multimedia campaigns including video and photo and works alongside Doane’s web content team to integrate strategic messaging into the website in new and compelling formats. S/he is the OSC’s lead staff member for social media and helps assist all departments to adhere to a strategic social media plan.

WORKING WITH US

How to work with us
Because we provide a wide range of strategic services, we prefer to meet with you in person to discuss your plans, ideas and goals.

It’s always best if you can 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 four weeks or longer, depending on our workload, a project’s complexity and the college’s strategic priorities.

Fill out and submit an online project request form at doane.edu/osc. We will contact you after we receive your request to set up a preliminary meeting to discuss all aspects of the project.

Expenses
All Office of Strategic Communications services are free. Clients are responsible for all other expenses, which may include printing, postage, photography, advertising or other goods or contracted services. We can assist you in planning your budget and meeting your goals.

What can OSC do for you?

› Help you develop comprehensive, strategic communications plans for events and programs.
› Contact media to promote the college, your department, program or event.
› Provide quality editorial services (writing, proofreading, etc.)
› 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.

Contact us at osc@doane.edu.
THINGS TO CONSIDER

Planning and Promotion

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

OSC is about much more than producing aesthetically appealing publications. The office exists to help move Doane 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 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. Please review our specialties in the following pages and contact the appropriate OSC representative should you need assistance.
OUR SPECIALTIES

Advertising
The Office of Strategic Communications is responsible for placement of advertising at local, regional and national levels. If you have an interest in placing advertising in any fashion, please contact us so that we may assist and track all Doane advertising efforts. Address advertising questions to Mike Lefler, Senior Director of Strategic Communications.

Doane Magazine
The Office of Strategic Communications writes, edits, designs and lays out Doane Magazine, our bi-annual publication dedicated to reaching our thousands of alumni and donors. All story ideas and news for Doane Magazine can be submitted to OSC for consideration. The goal of Doane Magazine is to keep alumni and donors up to date with everything that is going on at all Doane campuses and to tell stories of success from Doane alums. Doane Magazine questions and story ideas may be submitted to Lucas Fahrer, Communications Specialist.

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 writing expert and invaluable resource, Lucas Fahrer edits Doane Magazine 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. Lucas takes the lead in updating Doane’s style guide. Refer to this whenever you have questions; it is online at www.doane.edu/osc. 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.

Graphic Design
Doane is fortunate to enjoy the talents of Senior Graphic Designer Eileen Chalupa. She works with the rest of the OSC team to enhance the college’s visual identity. She provides design, layout and production services for Doane projects, including recruitment and fundraising publications, special event materials, advertisements and innumerable other projects.

College of
there’s no college like it.
Find out why at doane.edu.
Project Timeline Guidelines
The OSC team at Doane 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 productions in a timely manner. A timeline will be assigned in the preliminary meeting of your project. We kindly ask that more than two weeks is given for any project being submitted through OSC. More time may be required for some projects, so please plan accordingly.

Our brand guide specifies appropriate college font, color, and logo uses and is available online at www.doane.edu/osc.

Media Relations
Coordinating news coverage by placing stories in the media is an important function of the Office of Strategic Communications. Senior Director Mike Lefler 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. Media relations also serves the college in crisis situations.

A Few General Media Relations Guidelines
› Please refer all media queries to the Office of Strategic Communications. We like to be aware of news or feature stories in progress and we like to be of service to the media and you.
› Keep Mike Lefler appraised of your areas of expertise and activities. This would include awards, publications, grants, appearances or projects of particular current relevance or interest. Mike can promote these locally and regionally and work to place stories 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:
  › 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.”
  › 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 the Office of Strategic Communications.
  › 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.
  › Offer to be a resource to the reporter in fact checking. Suggest the reporter read or email 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.
OUR SPECIALTIES

Photography and Video
The Office of Strategic Communications works with a number of professional photographers to capture high-quality images for Doane for use online and in print.

Our Digital Marketing Specialist can assist you with your image needs, whether they are for a printed piece, a Web page or another communications 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 requests are borne by the requesting department or office.

Photography assignments are coordinated by the Digital Marketing Specialist. Photos taken by Doane employees or student workers are credited as Doane photos.

Video is an emerging medium for college marketing. We have equipment in house and are developing expertise specifically for storytelling and media relations. Please contact the Digital Marketing Specialist with any questions regarding photography and video.

Print Coordination
Doane is fortunate to have printing services on campus through our service bureau. Sometimes, the job is larger than service bureau equipment can take on. In these cases, the OSC can assist you by working with our preferred print vendors to secure quality printing off site for the most reasonable cost available. Please contact Mike Lefler for assistance with these projects.

Promotional Items
The Office of Strategic Communications can often assist in providing a limited number of Doane-branded promotional items for your department to use as giveaways. If you’re looking for a special promotional item for branding, we can also assist with that. By working with our local vendors, we’ll be able to get you exactly what you’re looking for and assist in the appropriate branding for each item. Please note that all promotional items will be billed to the department requesting the items. Contact Mike Lefler with assistance with promotional items.

Social Media
Social media and social networking such as Facebook, Twitter, You Tube, LinkedIn and Instagram 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.

Social media is used intentionally in Admission, Alumni Relations, Athletics, GPS and OSC 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.

If you have questions about anything on the “official” social media channels of Doane College contact the Digital Marketing Specialist.