RUTGERS UNIVERSITY
Institutional Planning and Operations

Communications & Marketing Services

STEP 1:
Submit a C&M Request Form via ServiceNow

CLIENT

This form will trigger a *Discovery Meeting*

STEP 2:
Discovery Meeting between C&M and the Client

CLIENT

MEETING TOPICS WILL INCLUDE:

- Scope of Work description
- Project Objective Goals
- Determine options count
- Target Audience
- Potential Media Outlets
- Due dates
- Determine if a Change Management Plan is applicable

STEP 3:
Design Development
"Imagine and Create"

C&M

Confirm Discovery Meeting with a Scope of Work Proposal

CLIENT

Approves Scope of Work Proposal

C&M

- Establish the creative strategy to accomplish project objectives
- Determine the Media outlet
- Develop impactful graphic materials as needed
- Develop printed text as needed
- Identify communication mediums
- Determine adoption metrics
- Apply applicable Change Management Template, as needed

STEP 4:
Presentation for
"Client Review"

C&M

- C&M Presents communication and marketing concepts to clients
- C & M explains the thought process behind concepts
- Client assesses: "Which concept captures your message best?"
- Concepts either meet or miss the mark

STEP 5:
Revisions, Course Correction

C&M

- Revise concepts as needed
- Finalize concepts based on feedback
- Provide clients with revisions
- Solicit final approvals

STEP 6:
Approvals and Delivery

CLIENT

Approve deliverables

C&M

- Execute deliverable to determined media outlets
- Execute Change Management Plan
- Use metrics to measure success