FRESH IDEAS DELIVERED DAILY!

2019-20
OUR MENU
Office of University Relations

www.uncw.edu/our

main courses

advertising
{ print, digital, radio, TV }

DESIGN/COPYWRITING
10–30 days

OUR APPROVAL ONLY*
3 days

printed materials
{ allow additional 2 weeks for print production }

BROCHURES, BOOKLETS
10–30 days
POSTCARDS, RACKCARDS, POSTERS
10 days
REPORTS, SPECIAL PROJECTS
lead time varies

OUR APPROVAL ONLY*
5–10 days

messaging

TALKING POINTS
10 days

CHWK SLIDES FOR CAMPUS MONITORS
5 days
{ submit via uncw.edu/ur/ videoproductionsubmissions.html }

HANDOUTS FOR EVENTS
10 days for OUR creation
5 days for OUR approval

INTERNAL OR EXTERNAL CAMPAIGNS TO PROMOTE NEW INITIATIVES
30–60 days

REPORTS, SPECIAL PROJECTS
lead time varies
{ visit uncw.edu/our to submit request }

internal/external promotion

MEDIA QUESTIONS
Email our@uncw.edu

SWOOP { faculty/staff newsletter }
Submit via uncw.edu/swoop by noon on Friday

INTERNAL OR EXTERNAL CAMPAIGNS TO PROMOTE NEW INITIATIVES
30–60 days

web/digital communications

SUPPORT WEBSITE CREATION
30–90 days

WEBSITE DESIGN REFRESSES
30–60 days

HTML EMAILS OR NEWSLETTERS
30 days

SOCIAL MEDIA SUPPORT
Email our@uncw.edu

invitations

TEMPLATES
uncw.edu/uncwtemplates

DESIGN FOR PRINT AND DIGITAL
5–10 days
HELP WITH MESSAGING
3–5 days
OUR APPROVAL ONLY*
3 days

newsletters

DESIGN FOR PRINT AND DIGITAL
30 days
CONTENT REVIEW
10 days

video/photography

SHOOTING AN EVENT*
10 days
{ allow additional 2 weeks for post-production }

PROMOTIONAL VIDEOS/PHOTOGRAPHY*
15 business days plus post-production

HEADSHOTS
See schedule at { uncw.edu/ur/photography }
★ Cost recovery fee may be applicable.

sides

STRATEGY/BRAINSTORMING SUPPORT
10–15 days
T-SHIRTS
30 days
{ allow additional time for vendor production }

If you’d prefer to create your own content, based on the guidelines and standards featured in BIG { uncw.edu/big }, simply email your proof/draft to our@uncw.edu with the subject line FOR APPROVAL ONLY. Allow 3 days for review.

Lead times are based on business days and may change based on timing and volume of requests. Please visit uncw.edu/our for latest guidelines.
OUR TEAM IS YOUR TEAM.

OUR (the Office of University Relations) serves as UNCW’s hub for internal/external communications and marketing. OUR is committed to enhancing UNCW’s brand awareness through engaging messaging, dynamic print and digital collateral, and vibrant video production and photography. OUR collaborates with faculty, staff, students, the community and the media to promote key university initiatives, research and achievements.

UNIVERSITY RELATIONS { OUR }
Office of the Chancellor

CREATIVE SERVICES
This unit is responsible for the concept, design and execution of marketing/promotional collateral for internal and external audiences, including design, illustrations/graphics, specialized website design and brand identity. This includes the creation or approval of materials that market the university to a mass audience, including conferences on campus or co-sponsored with community organizations, advertising and promotional posters.

COMMUNICATIONS
This unit is responsible for internal and external communications including SWOOP, emergency communications, website messaging, event and new initiative promotion, media relations, UNCW Magazine, advertising messages and brand management. This unit also supports content development and/or editorial review of print and digital collateral for other campus divisions.

MEDIA PRODUCTION
This unit highlights the academic and institutional achievements of the university via video production, still photography and multimedia campaigns. Projects are prioritized based on overarching university goals and include promotional videos, on-campus digital messaging, the broadcasting of events like commencement and other vehicles as applicable. This unit is also responsible for headshots; visit uncw.edu/our/photography for schedule.

WEB COMMUNICATIONS
This unit is responsible for general oversight and organization of content for the university website, and for maintaining standards of style and compliance throughout its pages. The web team also manages the university’s social media channels and coordinates with campus social media and web content contributors to support effective development of content and messaging.

ready to get started?
www.uncw.edu/our and click
our@uncw.edu • 910.962.2092

Consult BIG for guidelines on branding standards and ways to connect with the Office of University Relations. www.uncw.edu/big