

Project Request Process

Requesting our Services

The Offices of Marketing and Communication provide various services to meet client needs and ensure adherence to the university's [brand standard](#).

Please have all concepts, materials, or content in final form approved by those who must approve them before you submit a project request. These elements are critical for evaluating and scheduling a project, as multiple rounds of content edits may affect deadlines. Please share these elements via SharePoint with the Office of University Communication, ensuring the correct permissions are set.

Once a marketing request and supporting materials have been received, you will be notified if a client meeting is necessary. For clients with access to Marq, our self-service design platform, we will notify you if there is a template available in the platform that will enable you to complete the requested project independently.

Allow a minimum window of three weeks for project completion, with up to five weeks for external printing projects. Major projects such as large publications or marketing campaigns may require more time – please reach out early if your project is complex.

We will try to accommodate the requested deadlines but cannot guarantee this. If your project cannot be completed within the specified time period, you will be notified.

If you have questions, please email pr@bellarmine.edu.

Project Communication

Please include the designated Project ID number in correspondence to ensure clarity and accuracy in all project-related communications. This includes emails, memos, meeting notes, and other communication forms. (The Project ID is in your project request form confirmation email under project details.)

Including the Project ID helps maintain consistent references, streamlines project tracking, and reduces the risk of miscommunication.

Scoping the Project

Defining the project objective and identifying key deliverables is essential to scope a project effectively. It is important to establish project boundaries during this process by specifying what is within the project's scope and what is not to prevent scope creep. Once we understand the project, we can develop a timeline that includes deadlines for each phase, task, or deliverable and assign roles and responsibilities. Once this outline has been

created, it will be reviewed by all stakeholders for approval to ensure everyone is aligned before starting the project. Any project scope, timeline, or budget changes can impact the outcome.

For larger or more complex projects, we will create a project tracker to monitor tasks, progress, and milestones.

Requesting a Quote

If the request involves services or products from an external vendor, we will ask for a price quote based on the project scope. Once the vendor reviews the request and provides the estimated price, we will share it with you for your consideration. Additionally, the vendor can give an estimated date for project completion but cannot guarantee it until they receive a Purchase Order Number because they are not authorized to start production without it.

Submitting a Purchase Order

If the client elects to move forward with the project based on the external vendor's quote and timeline, the client must obtain a Purchase Order Number from the purchasing office by submitting a requisition through self-service. Once the client has received a Purchase Order Number from the purchasing office, the client should provide that PO Number to the vendor. The client should copy the Assistant Director of Communication for Multimedia Design and Director of Communication for Content Strategy so that our team knows it has been submitted. Work completed by an external vendor without a Purchase Order Number can be accepted by the university as a gift-in-kind donation.

Reviewing Proofs

Our team or an outside vendor may provide project proofs depending on the project. Please review proofs carefully and in a timely manner to ensure accuracy and that the project meets expectations.

The Office of University Communication is committed to providing high-quality services while ensuring adherence to the university's brand standards. To ensure smooth project execution, please submit all finalized materials and allow for adequate time for completion. Clear communication, proper scoping, and timely approval of proofs are essential for meeting deadlines and delivering successful outcomes. If you have any questions or need additional assistance, please contact pr@bellarmine.edu.