

Marketing Publication Process

1

Concept Meeting



Meeting to determine overall direction, message, audience and deadlines

Who attends:

- Communications department
- Department contact(s)
- Vendor (marketing team and/or designer)

What is discussed:

- 1 Goals and objectives: why are we doing this; what is the purpose?
- 2 Audience: who are we trying to reach?
- 3 Medium: is this the best way to convey our message?
- 4 Distribution: does it need to be mailed?*
- 5 Roles/responsibilities: what can be provided by the department? For example:
 - Copy/text
 - Previously used communication pieces
 - Relevant websites for research
- 6 Timeframe/deadlines
- 7 Photos: Do we need to do a photo search or take original photography?*
- 8 Quantity

* If original photography and/or mailing is required, vendor will coordinate and will adjust the project timeline.

2

Copy Development



5 - 10 business days

Timeline depends on the following:

- 1 How much information / copy is provided by the department
- 2 Condition of information / copy
 - Does it need to be written from scratch?
 - Does it need to be rewritten for target audience(s)?
 - Does it need to be edited for style?
 - Does it require research to complete?
 - Does it require reorganizing?

3

Design / Revisions



10 - 20 days

After text is completed, vendor will present an initial design for review. A revised proof can typically be presented in 2-3 days. It is the responsibility of communications and the department to respond to proofs in a timely fashion.

Timeline may be revised based on workload, if substantial revisions are necessary, or if the proofing stage is delayed. It is also dependent on:

- 1 Number of concepts agreed upon for initial design
- 2 Scheduling photo shoot or extent of photo search

4

Print / Production



up to 5 days

Once final proofs are approved by communications and the department during the design phase, vendor coordinates printing and delivery with the APS print department.



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