

CM003.1 Requesting Newsletter Creation

Policy Type: Administrative/Operations
Revision Date: N/A

Training Required: No

Selected Procedure, Guideline, or Protocol

Step 1

Complete a [Newsletter Request Form](#):

- Name of newsletter
- Purpose of newsletter
- Type of newsletter (electronic or print)
- Publication schedule of newsletter
- Primary contact for newsletter
- Secondary contact for newsletter

Step 2

A member of the marketing and communications team will schedule a call to review the request for approval.

Step 3

If approved,

- a. The marketing and communications department will design a template and access will be provided to the designated “newsletter editor” to add content to the newsletter.
 - Print newsletter templates will be designed in Adobe InDesign and will require the “newsletter editor” to have an Adobe Creative Cloud license.
 - Electronic newsletter templates will be designed in Constant Contact.
- b. For electronic newsletters, the marketing and communications department will add the newsletter as an option to the [Stay In Touch Sign-Up Form](#) promoted on the [website](#), which allows each user to select which electronic newsletter(s) they subscribe to based on their interests.
- c. Print newsletter mailing lists will be maintained by the requesting department and all printing and mailing costs will be the responsibility of the requesting department.

Step 4

Newsletters must be prepared five business days before the scheduled distribution or print date and time. This will provide the marketing and communications team with adequate time to review the newsletter, ensure it follows the school’s branding and editorial standards, and schedule it to be distributed to those who have subscribed.