

DEPAUL UNIVERSITY

COLLEGE OF LAW



MARKETING & COMMUNICATIONS DEPARTMENT

Student Organization & Journal Policies & Procedures for Web & Print Publications

2009-2010

The Marketing & Communications Department of DePaul University College of Law reserves the right to amend these policies and procedures when deemed appropriate. The policies and procedures contained herein apply only to academic year 2008-2009. A new policies and procedures manual will be distributed during the Fall 2009 semester.

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PRINT PUBLICATIONS

Print publications are a wonderful way to let the DePaul community know about the events and activities of your organization or journal. Due to the high volume of student activities, however, the College of Law Marketing & Communications Department does not create any print publications for student organizations and journals; each is responsible for creating its own. Generally, simple publications, such as flyers and programs, can be created in Word, Publisher or WordPerfect and may be sent through Faculty Services for reproduction, pending Glennis Jones-Marshall's approval. For more complex publications, such as invitations, manuals and directories, you may utilize the services of Blue Fusion (BF) publications, with proper authorization.

Authorization

Since the cost of work done through BF is deducted from your journal or organization's annual budget, the following guidelines should be adhered to before starting any print publication project:

1. Contact the law school's BF representative, Laurie Melvin, for a project estimate.
2. Submit the estimate to College of Law Assistant Business Manager David Bell. If he approves it, he will provide a billing account number for the project.
3. Provide Ms. Melvin with the account number and the project will be started.

Note: If you choose not to use BF, authorization is still required from Mr. Bell. Please realize that outside vendors such as Kinko's charge premium prices, which will be deducted from your annual budget.

Design, Print & Mailing

Please allow sufficient time to gain approval, design, print and, if applicable, mail your publication. In most cases, a typical invitation takes one-to-two weeks to design, one-to-two weeks to proof and edit, and one-to-two weeks to print. Depending on the length and complexity of your project, extra time may be needed. Because the designers charge an hourly fee, additional time and cost also may be incurred if you do not submit final copy to the designer. Also, if you heavily edit the design provided, if you choose to redesign the publication, or if you request specialty photos or artwork, the project may cost more than the estimate provided. In general, print publications take anywhere from three to six weeks to complete.

Publications may be mailed either first or third (bulk) class. First class is generally delivered within one business week; third class can take up to two weeks for delivery, and a minimum of 200 pieces must be mailed at one time. Third class is less expensive than first class, and third class mailing costs can be further reduced by pre-sorting the mailing, i.e., numerically ordering the pieces by zip code prior to sending them to the mail room. If business reply cards/envelopes are being used, expect a return rate of up to three weeks. This is an important factor for events requiring recipients to respond by a particular deadline. Typically, it is best to only have phone and/or e-mail response options, rather than a reply card, as it costs more to print and pay postage on a reply card.

TIP: Verify all dates, times, locations, etc. before submitting text to design.

Indicias

Electronic indicias for first class, third class and business reply mailings are available. BF can add them to your print designs or supply them via e-mail if you are creating your own publication. Please contact Ms. Melvin to obtain electronic versions of the indicias.

Stationery

Only official university stationery should be utilized by student organizations and journals. All stationery should be ordered through Ms. Jones-Marshall in Faculty Services. Official stationery contains the University logo (the tree of wisdom), contact information by department name, and is printed in "DePaul blue," which is PMS 300. **No other logos, names or titles should appear on the stationery.** This policy applies to letterhead, envelopes and all other attendant pieces. For additional information, please visit the DePaul University Branding Manual, which can be found online at www.brandresources.depaul.edu. **University stationery should be used only for official business; it is a violation to use university stationery for personal matters.**

Logo & Name of the College

Only the official, university-approved College of Law logo may be used on print publications and other public relations materials. Electronic versions of the logo may be obtained by contacting Assistant Dean Debbie Howard, Publications Coordinator Kortney Moore or Ms. Melvin. All student organizations and journals must place the College of Law logo—NOT the university seal or coat of arms—on all print publications.

You should refer to the College of Law as **DePaul University College of Law**. We are not DePaul College of Law or DePaul Law School. The full name of the College of Law should be used at its first mention. Thereafter, it may be referred to as the law school, College of Law or College, with capitals appearing as shown. The full name of the College of Law should be used on mailing panels or on listings with other organizations and universities, such as lists of co-sponsors.

TIP: Save the logo file in an accessible place on your computer. For university branding guidelines, please visit www.brandresources.depaul.edu.

DIALOGUE

Dialogue is the magazine of the College of Law. It is printed twice yearly and contains articles and other information pertaining to students, faculty and alumni of the law school. The Marketing Department is very interested in including information about student organization and journal events in *Dialogue*. Contact Ms. Moore regarding submission deadlines for each issue. Typically, a short description of your event and **one** high-resolution digital image (300 dpi) or high-quality print photo from your event is needed. Please be sure to include a photo caption identifying the participants.

SPECIAL EVENTS

This fall, Special Events Coordinator Nicole Pinkey will join the marketing and communications department staff. Policies and procedures for this office will be developed and distributed during the fall semester

COLLEGE OF LAW WEB SITE

The College of Law Web site, <http://www.law.depaul.edu>, is maintained by Web Developer Dennis Stone and Communications Specialist Aileen Corvera. In late October, early November, a new College of Law Web site will be released. If you select "Current Students" in the top right-hand corner, followed by "Organizations & Journals," you will find a listing of all student organizations and journals, including office locations, phone numbers, and a Web page links for organizations and journals that have previously complied with the procedures outlined below. If your organization or journal listing is missing from this page, please see Assistant Dean Charlotte Taylor. If approved, Dean Taylor will provide Mr. Stone with a description and contact information for your organization or journal.

Student Organization & Journal Web Pages

The College of Law maintains a server that hosts Web pages for each student organization and journal. You will have full access to your Web page and can modify and post information according to your needs if the following guidelines are adhered to:

1. Two training sessions are scheduled during the fall semester, and one session is scheduled during the spring semester. **One** representative from each organization* and journal must attend **one** of the training sessions, where he or she will learn how to utilize the Web page. Your organization or journal will not receive a Web page until a representative attends one of the scheduled training sessions. You may contact Dean Howard for reasons of hardship, but it is within her discretion to grant you a separate training session.

*Exception for the Evening Law Student Association: If the Evening Law Student Association representative is unable to attend the training sessions for reasons deemed acceptable by Dean Howard, a separate training session will be held for the representative at a time convenient for both the representative and Mr. Stone. The representative must contact Dean Howard within one week of the scheduled training sessions to make a new appointment or it will be assumed that the organization does not want a Web page.

2. Each organization and journal must use the template provided, as well as follow any font and style guidelines provided by the Marketing & Communications Department during the training session.*

*Exception for the *Journal of Sports Law & Contemporary Problems*: Since their sole means of publication is electronic, the *Sports Law Journal* may continue to utilize the templates previously provided. All other journals with print publications must adhere to the policies found in this section.

3. Each organization must have a College of Law computer capable of running the software identified by Mr. Stone. If they do not, they must see Systems Manager Ali Belkairous to obtain an appropriate computer for their journal or organization. The Marketing & Communications Department will install the necessary software to maintain the Web page on **one** computer. If you choose to utilize different or additional software, please realize that the Department may not have the capability to support your Web page.

Please Note: The content of all student organizations and journals should be image and text-based only. The Marketing & Communications Department cannot support content generated by the creation of streaming video or online forms used for event

registration, publication orders, the use of large or large quantities of PDF files, etc. You will need to find other methods of support for these and other similar items if you choose to use them. Please contact Mr. Stone prior to adding these types of items to your Web page.

4. Once a representative has been trained, only he or she may contact Mr. Stone with questions regarding the Web page. Mr. Stone will contact the designated representative by e-mail, phone or in person depending on the complexity of the problem presented.

Please note: Mr. Stone only will answer questions from the designated representative regarding the Web page. He is unable to provide technical support with regard to computer hardware issues. If you encounter such issues, please contact Mr. Belkairous or Assistant Systems Manager Tony Cartolano.

5. If the trained representative graduates in May, a new representative should be named by the organization or journal. The new representative either should be trained to maintain the Web page by the current representative or must attend the next scheduled training session in the fall. As soon as possible, please provide Mr. Stone with the name of the newly designated representative, as he will only accept questions from that individual. If a new representative is not named and trained by either method noted above, the organization or journal's Web page will be removed from the College of Law Web site in order to maintain up-to-date and accurate information on the site. No exceptions will be made.

Please Note: There is no training session over the summer. If a new representative is not named and trained by the out-going representative by the end of the spring semester, no updates to the organization or journal Web page will be made until after the fall training session. During the summer, Mr. Stone does not update organization or journal pages or conduct any one-on-one training sessions.

6. If no previous Web page existed, it may take up to a month from the date of the training session before the organization or journal Web page is posted to the College of Law Web site. Your organization or journal representative will need approximately two weeks to create the Web page, and Mr. Stone will need up to three days to test and post it to the site. Please realize that extraordinary issues encountered during the creation of your Web page may require additional time.

Domain Names

All student organization and journal Web sites must be linked from the organization and journal list provided under "Current Students" on the new College of Law Web site scheduled for release this fall.

Per College of Law policy, no student organization or journal may purchase, create, maintain or in any other way utilize a Web site separate from that of the College of Law for their organization or journal. Under no circumstances should any student organization or journal purchase a domain name with .org, .com, .net, etc. If you purchase such a domain name, it will not be supported by the College of Law, you will not be reimbursed by the College of Law or the university, and you will not be allowed to use the domain name.

University Web Site

The University Web site, <http://www.depaul.edu>, hosts both Blackboard and Campus Connect. Though linked from the College of Law Web site, the law school has no access to the services hosted on the university Web site and, unfortunately, cannot assist you with issues pertaining to these services.

If you have an issue with Campus Connect, please contact the University Help Desk at x28765. If you have a problem with Blackboard, please contact Instructional Technology at www.itd.depaul.edu.

Online Calendar

Last year, the College of Law launched a new online calendar system for faculty, staff, and student organizations and journals. A separate calendar has been created solely for all student organizations and journals and will display only organization/journal events. Additionally, the events entered into the student calendar will upload automatically to the master College of Law calendar, which can be found at law.depaul.edu/events.

Please note: All events are reviewed prior to posting live to the Web. Approved events will appear within 24 to 48 hours of submission. The College of Law reserves the right to edit all submissions for grammar, style, accuracy and objectionable content.

Please reference the following when submitting an online event:

The screenshot shows a web form for submitting an event. It is divided into two main sections: "Submitter Information" and "Event Information".

- Submitter Information:** Includes fields for Name (Dennis Stone), Email (dstone@depaul.edu), and Phone #. Asterisks indicate required fields.
- Event Information:** Includes fields for Event title (marked with a red '1'), Category (dropdown menu), Location (marked with a red '2'), Start date (September 5, 2007), Time (6:00 PM, marked with a red '3'), End date (September 5, 2007), Time (6:00 PM), Repeat (None), Web link (marked with a red '4'), and Notes (marked with a red '5').

At the bottom of the form, there is a "Next >" button and a note: "* Indicates required fields". The footer text reads "Powered by Trumba | Help".

1. Enter a title that makes sense to the GENERAL PUBLIC.

2. Enter the full name and address of the location for your event; include room number(s) if available:

EXAMPLE: DePaul University College of Law
Lewis 905
25 East Jackson Boulevard
Chicago, Illinois

or

DePaul University
Room 8005
One East Jackson Boulevard
Chicago, Illinois

3. Make sure your event has both a start and end date listed, as well as start and end time.
4. If you don't know, or do not have a direct URL for your event, please use the following: <http://www.law.depaul.edu>
5. If you have any additional information such as speaker(s), food (if provided), speaker biographies enter it in the "Notes" section of the page. You can use HTML text if desired. Some simple HTML codes include:

LINK

TEXT YOU WANT LINKED
TEXT YOU WANT LINKED

BOLD

TEXT YOU BOLD

UNDERLINE

<u>TEXT YOU WANT UNDERLINED</u>

MONITORS

Location

A new monitor will be installed in the 7th floor student lounge this fall, and the same information can be found on the College of Law Web site, www.law.depaul.edu, under "Events."

Content

The monitor is used by the law school to convey administrative news including **class cancellations**, final exam information, scholarship information, etc. It also is the preferred method for student organizations and journals to convey their *administrative* news items, such as election information and competition results, to the student body.

Length of Postings

Your announcement will appear on the monitor within two business days of receipt and will remain on the monitor for 10 business days if the material is undated, or until the expiration date provided within the text of the announcement. If you would like to post an undated announcement for more or fewer than 10 days, you must notify the Department when you submit your original request.

Submissions

If you would like to post an announcement, e-mail plain text (no all caps, bold, underlining, italics, etc.) of 50 words or less to lawmonitors@depaul.edu. Your text can be sent in the body of the e-mail or as an attached Word document. We are unable to accept text received in any other format. It is the responsibility of each student organization and journal to proof their text prior to submission, as it will not be reviewed for spelling or grammar or for correct dates, times and locations.

TIP: Verify all dates and times before sending your e-mail.

Original Requests & Materials

The Marketing & Communications Department does not retain original requests once the announcement has been posted to the monitors. Additionally, postings are permanently removed from the system once their term expires. The Department does not retain any postings for future use. Copies of announcement should be maintained in your files if you anticipate a future need for the text.

PRINT FLYERS

Per university and College of Law policy, student organization and journal flyers found on any painted, glass, metal (elevators, wall cases) or wood (doors, picture frames) surface will be removed immediately, as they leave marks on and remove paint from walls. Within the law school, student organization and journal flyers only may be posted on your assigned bulletin board, on general bulletin boards, and placed in the plastic holders found outside the classrooms on the 7th, 8th and 9th floors.

USE OF TABLES & CHAIRS IN THE HALLWAY LEADING TO THE 7TH FLOOR LOUNGE

Under no circumstances are any tables and chairs to be utilized or left in the main hallway leading to the 7th floor student lounge. A substantial investment has been made by the College of Law to create the Alumni Judicial Photo Gallery, and many of the photos on display are irreplaceable. If your organization damages the photo gallery or surrounding area in any manner, the cost for repairing the damaged item or area will be immediately deducted from your organization's annual budget.