OPERATIONS

VIRGINIA TECH

OPERATIONS
COMMUNICATION
PROCEDURE GUIDE

CONTENTS

Division of Operations
COMMUNICATION

ABOUT

The communication team oversees and facilitates communication and marketing on behalf of the division, working to assist the division in interpreting and following the guidelines provided by University Relations. The team offers a wide range of services that support the marketing and promotion of the Division of Operations to the university's internal and external audiences. All departments within the division are encouraged to take advantage of the communication services in this guide.

Communication Website:
vpas.vt.edu/support-services/communication

General Communication Email:
opscommunication-g@vt.edu

Location:
Public Safety Building
Suite 280
330 Sterrett Drive
Blacksburg, VA 24061

COMMUNICATION TEAM

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Vacant

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SERVICES

The communication team is available to assist with a wide variety of communication needs. The team also serves as the link between the division and University Relations. Please scroll below to learn more about opportunities to promote your team's efforts.

Articles and Stories for VT News

The communication team is responsible for submitting and publishing VT News stories on behalf of the division.

When submitting a VT News story, division members are encouraged to refer to the VT News Story Guide. The guide offers a helpful framework for determining a story's newsworthiness and central points to include in a submission.

The completed guide and/or story details should be sent to opscommunication-g@vt.edu to initiate crafting of the story. A draft will be provided so your team can offer edits, and then piece will be submitted to VT News for publication.

Please keep in mind it may take 2-4 weeks to secure a spot on the VT News editorial calendar to be published on the VT News website and in the VT News Daily emails (faculty/staff, public, and the student version, which is distributed on Wednesdays). Advanced notice is required.

Important Notes

- All VT News articles must include an image. When submitting, please include an image if possible.

- If using a student's hometown: July 2018 legislation requires universities in Virginia to obtain written or verbal permission from a student to use their hometown in a publication.

  - If gaining verbal permission, please document date and time you received permission and save.

  - For written permission, please email student this language and have them reply back:

    "I give Virginia Tech permission to publish my hometown."

    NAME _____   DATE _____

Campus Notices for VT News

The communication team publishes Campus Notices on behalf of the division for VT News circulation. Campus Notices highlight topics such as new events, surveys, research opportunities, power outages, flooding, noise, and crime alerts. They are in a bulletin style.

Division members are encouraged to use the Campus Notice Guide and email notice details to opscommunication-g@vt.edu. The 2-4 week lead-time for the VT News editorial calendar also applies for Campus Notices.

Newsletters

The team's graphic designer can assist with designing newsletter templates. Please email opscommunication-g@vt.edu with ideas and requests.

University Relations Communication

Policy No. 5615: University Safety and Security provides guidance related to communication of safety and security items and should be followed for all applicable communication efforts. Please email Mark Owczarski, assistant vice president of University Relations, and CC opscommunication-g@vt.edu for any questions about items that need to be distributed to the entire campus community outside of Policy No. 5615.

HR and Internal Communication

For communication and surveys, that would benefit from being shared with division employees, please email opscommunication-g@vt.edu. Internal communication can be shared via several methods including newsletter, communication printouts, division-wide email, or through supervisor communication.

Adding an Event to the Virginia Tech Online Calendar

University-sponsored events can be added to the VT Calendar. Please email opscommunication-g@vt.edu the following details so your event can be added

- Contact information
- Department
- Description of the event
- Event date
- Event location
- Event name
- Event start and end times
- Registration/more information link

Proofreading and Editing/Style Guide

Please feel free to email opscommunication-g@vt.edu with any documents you would like edited or proofread for alignment with the University Style Guide. All text should follow the University Style Guide (adapted AP style).

Quick Reference for Editing

BOOKS/MAGAZINES/NEWSPAPERS

- Use quotes around book titles, lecture titles, and speeches.
- Names of newspapers, magazines, newsletters, journals, and other publications are capitalized, but do not take quotes.

NUMBERS, PERCENTAGES

- Spell out word "percent" instead of using "%"
- Preferred phone number format: 202-555-4832
- Preferred style for a span of years is "2011-12."

PUNCTUATION

- 1 space after periods
- M.S.'s, Ph.D.'s: Use apostrophe for abbreviated degree names
- Decades, Years: Do not use apostrophe. For example, "The 1990s were a profitable time."

TITLES

- Titles preceding a personal name are uppercased. The title is lowercased when it stands alone or follows a personal name.
- Professor, assistant professor, and associate professor are capitalized before a name, which is an exception to AP style. For example:

  - Correct: President Sands; Tim Sands, president of Virginia Tech; the president
  - Correct: Mark V. Barrow Jr., chair of the history department

UNIVERSITY

- Lowercase "university" when referring to Virginia Tech in text.
- Only use "Virginia Tech;" do not use abbreviated forms "VT" or "VPI" in text.

VIRGINIA

- Capitalize the word "commonwealth" only when using the full proper name, Commonwealth of Virginia.
- Use "residence hall" (not dorm)
- Use "dining center" (not cafeteria)

GRAPHIC DESIGN

The graphic designer on the communication team provides a variety of graphic design services. Please email opscommunication-g@vt.edu with new projects or needs such as:

- Brochures
- Forms
- Infographics
- Magazines
- Newsletter templates
- Posters

- Promotional items
- Reports
- Signage
- Social graphics
- Stickers
- Table cards

When submitting a graphic design request, clients are encouraged to view the Operations Communication Graphic Design Request and use the points in it to shape and plan project requests.

Below is an example of a typical process for general graphic design projects, to be modified and/or simplified based on the project request:

The communication team works together on the following:
- Receive client request
- Team reviews project to allocate resources
- Communication team meets with client to discuss details

The graphic designer is responsible for the following:
- Brainstorm and develop concepts
- Assets, some are gathered while others are built
- Receive feedback from client and allow for a few rounds of revisions
- Final step is to prepare, deliver, and archive the files

A visual representation of the graphic design process can be found here.

To ensure consistency, the Division of Operations follows all university branding, color, and logo guidelines. The only logos that should be used are the university approved logos. Please email opscommunication-g@vt.edu for more information on the Division Brand Style Guide.

Photo and Video Requests

Enhancing your team's photography and video resources are vital for engaging with audiences across VT News, your website, social media, and more. The university Photo Library is a good place to start (login with PID) to gather photos if your team doesn't already have them. If you need specific photos, please reach out to opscommunication-g@vt.edu for assistance.

For director-level and above professional headshots and large-scale photo and video shoots, please email Megan Zalecki at meganz@vt.edu to schedule.

Photo and Media Release Forms

University Relations requires that a media release form be completed for all traditional and electronic media (e.g., photographs, video, audio footage, and testimonials) that are obtained from:

- Non-Virginia Tech individuals
- When the subject is a minor (signature needed by parent/guardian)
- When the product is being used for commercial purposes

Find the form here: University Relations Media Release Statement 2017

Please gather, scan, and store media release forms in a computer folder or physical folder.

Photo Tips

Please refer to the photo release guidelines <u>above</u> when photographing:

- Non-Virginia Tech individuals
- When the subject is a minor (signature needed by parent/guardian)
- When the product is being used for commercial purposes

When using photos of laboratories or research taking place, it is important to ensure all photos used demonstrate appropriate safety, health, and environmental standards as enforced by OSHA and the EPA.

Some things to consider when including a photo from a lab/research setting, ensure photo subjects are wearing:

- Buttoned/fastened lab coats if handling test tubes, flasks, chemicals, etc.
- Gloves: Ensure no skin is exposed between gloves and lab coat cuff
- Safety glasses or goggles while handling test tubes, flasks, chemicals, etc.
- For work with bio-hazardous agents, the cuff of lab coat sleeves should be tucked into the glove, not glove under the coat cuff
- If a subject is using chemicals, at a minimum lab coat, safety glasses with side shields (not regular glasses) and gloves (not latex) should be in the photo

Do not use a photo/photograph subject with:

- Bare hands while handing test tubes, flasks, chemicals, etc.
- Unprotected eyes while handling test tubes, flasks, chemicals, etc.

You are encouraged to reach out to <u>opscommunication-g@vt.edu</u> to help ensure research and lab photos are OSHA-compliant.

Videography

The communication team is able to provide a variety of videography services. Please email opscommunication-g@vt.edu with new project ideas or needs.

Below is an example of a typical process for video projects (to be modified and/or simplified based on the project request):

1. Meet with client to discuss project and create brief.
2. Develop concept and approach, one to two mockups.
3. Work out concept, script, and timing.
4. Storyboard script for further dicussion with the client.
5. Gather video, photos, music, graphics, etc.
6. Set up voiceover session or contract out.
7. Structure time (feedback) and then create video.
8. Team will present work to client and gather feedback.
9. Go through two to five rounds of revisions.
11. Submit the final video for branding approval as needed.
12. Prepare the final video in proper formats.

For project requests that exceed the capabilities of the communication team, departments will be referred to the Resource Network established by University Relations in partnership with the University's Procurement Department. This network includes identified and vetted vendors in a variety of specialties and secured competitively negotiated university contracts for high quality creative services to include freelance videography services.

Social Media Assistance

The communication team is here to help boost your team's presence on social media and ensure your channels are in alignment with Virginia Tech's social media guidelines and policy. The communication team can also coordinate trainings with your team and the University Relations social team.

All new social media channel requests must be shared with the communication team before proceeding. The communication team will review and begin the process outlined by University Relations for starting new social media accounts or return to the inquiry with feedback or questions. Please email opscommunication-g@vt.edu to start the process. Questions to consider:

- Which social channels are already being used by my department?
- Is the department seeing strong engagement on these channels?
- Is the department able to commit the time to developing social graphics, engaging copy, and a consistent posting schedule?

All social media platforms must meet the standards provided in the university's social media policy (No. 1030).

Website Support

A strong website is pivotal to your team's communication strategy. Representatives from each area of the division have been designated to make web updates in the university's CMS, Ensemble.

The communication team can assist with web updates, grant additional user permissions, and web editing capabilities. Please email opscommunication-g@vt.edu to learn more.

For major web updates, including the creation of new sites, or major structure edits, please reach out to opscommunication-g@vt.edu.

MEDIA RELATIONS

Media Coordination, Preparation, and Requests

External media opportunities are a great way to highlight division initiatives, leadership, and expertise. If your team is contacted by the media for an interview (phone, video, or quote) on a division initiative, building project, program, or the like, please email opscommunication-g@vt.edu to get further guidance before proceeding. The communication team will loop in University Relations as needed.

We do not comment on criminal proceedings, questions around project statuses (if delayed, etc.), and sensitive matters involving the university. Please share those requests with opscommunication-g@vt.edu and Mark Owczarski.

University Relations handles all media pitching. If there is a specific outlet you would like to pitch a story to, please email opscommunication-g@vt.edu.

The communication team is also compiling a "Speakers Bureau" style list of experts in the division who would be interested in engaging in media opportunities on topics of interest in their field. Please email the communication team with potential speakers.

COMMUNICATION STRATEGY

Looking to lift your team's presence in Virginia Tech's communication channels? Looking to clarify text on your website? Interested in integrating more videos into your communication strategy? Email opscommunication-g@vt.edu to learn more.

VT | **OPERATIONS**
VIRGINIA TECH.

Campus Notice Submission Template

Division members are encouraged to use the questions in the guide below to shape email requests for VT News articles.

Name _____   Today's Date _____

Office/Department _____

Notice Run Date _____

AUDIENCE (Check all that apply.)

☐ Faculty/staff   ☐ Students   ☐ External audience

CONTENT

WHO _____

_____

WHAT _____

_____

WHERE _____

_____

WHEN _____

_____

Please submit applicable VT News articles information to opscommunication-g@vt.edu as early as possible as it may take 2-4 weeks to add to VT News calendar for email and the web. Please also direct questions to this email address.

Campus Notice Examples

New and canceled events	Drills: VT Alerts, VT Rescue Squad, OEM, etc.	Alerts: Noise, crime, etc.
Service hours changes	Participant opportunities: focus groups, studies, grants, research programs	Publication of policy/ procedure documents
Power outages	Traffic notices	Flooding

Campus Notice Example

Sidewalk disruptions: Newman Library and Squires Student Center

From: Virginia Tech Facilities

To support the ongoing renovations to the Commonwealth Ballroom in Squires Student Center, sidewalks between Newman Library and Squires Student Center will be closed from Monday, Oct. 29 at 7 a.m. through Tuesday, Oct. 30 at 5 p.m.

Please see the map below for an alternate route.

Please direct any questions to _____ at phone number.

[Insert map images]

Please submit applicable story information to opscommunication-g@vt.edu as early as possible as it may take 2-4 weeks to add to VT News calendar for email and the web. Please also direct questions to this email address.

VT News Article/Story Guide

Division members are encouraged to use the questions in the guide below to shape email requests for Campus Notices.

Name _____   Today's Date _____

Office/Department _____

Preferred Publish Date _____

AUDIENCE
(Check all that apply.)

☐ Faculty/staff   ☐ Students   ☐ External audience

Why is the story newsworthy?

■ Are there important statistics/data to highlight?
■ Does the story highlight collaborations, such as university partnerships in action?
■ Does the story connect to campus master planning, campus goals, etc.?

Please include an the image when submitting.

DETAILS

WHO _____

_____

WHAT _____

_____

WHERE _____

_____

WHEN _____

_____

Please submit applicable Campus Notice information to opscommunication-g@vt.edu as early as possible as it may take 2-4 weeks to add to VT News calendar for email and the web. Please also direct questions to this email address.

Contact will be responsible for obtaining designated story approvals among their department once story draft is provided.

Graphic Design Request

Name _____   Today's Date _____

Office/Department _____

Deadline and Key Dates _____

Project Description _____

_____

_____

_____

☐ BRANDING UPDATE   ☐ NEW PROJECT   ☐ RENEW ANNUAL

☐ PRINT   File Type _____   Dimensions _____   Quantity ____

☐ WEB   File Type _____   Dimensions _____   Quantity ____

☐ Banner/Display   ☐ Magazine   ☐ Presentation
☐ Brochure   ☐ Newsletter   ☐ Promotional
☐ Flyer   ☐ Other   ☐ Signage
☐ Forms   ☐ Post card   ☐ Social Icon
☐ Infographics   ☐ Poster   ☐ Media

Other project specifics and details _____

_____

_____

Information or assets you will provide _____

_____

_____

☐ PHOTOS   ☐ LINKS   ☐ HARD COPY   ☐ SCRIPT   ☐ OTHER

Please submit request information to opscommunication-g@vt.edu

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Video Request

Name _____ Today's Date _____

Office/Department _____

Deadline and Key Dates _____

Project Description _____

_____

_____

_____

_____

VIDEO

☐ Explainer
☐ Infographics
☐ Other
☐ Promo
☐ Presentation
☐ Training

INCLUDE

☐ Combination
☐ 2D Animation
☐ 2D/3D Animation
☐ 2D Motion Graphics
☐ Live Action
☐ Other

Other project specifics and details _____

_____

_____

Information, links to examples, or assets you will provide _____

_____

_____

☐ LINKS   ☐ OTHER   ☐ PHOTOS   ☐ SCRIPT   ☐ VOICE OVER

Please submit request information to opscommunication-g@vt.edu

Graphic Design Process

1

Project Request: Client submits request for a project providing details.

Team Review: The communication team will review the project to assessment and allocate resources.

Meet: Get together to work out the details. The Graphic Designer creates a brief for the client to review and verify project details.

2

Research: Learn about the client, industry, audience, and relevant examples.

Brainstorm: Get out as many ideas as possible within a set time frame.

Assets: Gather assets (e.g. photos, videos, or graphics. Then work with the assets in Adobe software to find designs with the most potential.

Refine Concepts: Spend time developing top ideas into mockups. It may require more research and brainstorming.

3

Feedback: Client chooses one of the designs and provides revisions to the design.

Revisions: two to three rounds, until the client approves final design.

Prepare file: The files are prepared for print and/or web. Proofs are reviewed before final delivery.

PROJECT REQUEST

TEAM REVIEW

MEET

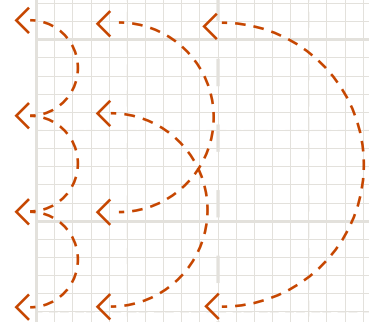BRIEF — Project Details

RESEARCH

BRAINSTORM

ASSETS

REFINE CONCEPTS

MOCKUPS — Present 2-3 Designs

FEEDBACK

REVISIONS — 2-5 Rounds

PREPARE FILES

DELIVERABLES — Final Design + Print/Web Files + Archive