ABOUT

The communications team for the Division of Administrative Services is charged with oversight of the division's communications. The team offers a wide range of services that support the marketing and promotion of the Division of Administrative Services to the university’s internal and external audiences. Support services are provided for all areas of the division.

DIVISION COMMUNICATION GOALS

Develop a comprehensive communication program that:

1. Raises awareness of the services, programs and policies within the division.
2. Conveys the diverse programs, initiatives, and services led by VPAS to Virginia Tech employees, students, and the public.
3. Demonstrates the division's reputation for customer service.
4. Increases the division's presence in Virginia Tech News products (Daily Email, Student Weekly Email, Faculty-Staff Planning Calendar, Blue Sheet etc.) and local, state, and national news media.
5. Facilitates effective communication and activities between the division's leadership and employees.
COMMUNICATIONS TEAM

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EXTENDED COMMUNICATIONS TEAM

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Note: The communications director of administrative services reports dually to the division’s Chief of Staff Angela Kates and Assistant Vice President of News and Information in University Relations Mark Owczarski.
SERVICES

Working with communications liaisons from the respective departments, the communications team is available to assist division employees with a wide variety of communication including:

- Communications planning/strategy
- Proofreading and editing
- News content
  - News stories
  - Campus notices
- Emergency Communication
- Media relations
  - Media contacts
  - Talking points
  - Story pitches
  - Interview prep
- Note: Media interviews/outreach must be coordinated through Laura Neff-Henderson
- Social media
  - Posting to current university accounts
  - Creating new accounts (*must be approved by senior management and director of communications*)
- Graphic design/illustration
- Newsletters
- Brochures
- Posters
- Table cards
- Magazines
- Reference publications
- Promotional merchandise
- Signage
- Photography
- Videography
- Web
  - Migration to the university’s content management system
  - Site development and maintenance
  - Content management in the content management system
  - Content management for sites not in the content management system

REQUESTS FOR ASSISTANCE

To request assistance with a project, please contact Laura Neff-Henderson, director of communications for administrative services, at lauranh@vt.edu or 540-231-8126. Requests should be emailed well in advance of the deadline to make sure we can accommodate your needs. The project manager will be asked to provide a draft of the content to initiate the process.

REQUESTS, REVIEWS, AND APPROVALS

Once your request is received, a member of the communications team will follow-up with you to discuss the project and develop a plan with specific deadlines.

The person who submitted the request serves as the project manager. The project manager will be asked to provide draft content and verify information. They will also be responsible for ensuring that all of the appropriate people within their department have signed off on the competed project before they give the final approval to the communications team and the information is released, published, or printed.

Please note that the director of Virginia Tech News and the division’s chief of staff have final say on content, priority run date, and placement.
NEWS PLACEMENT OPTIONS

There are several ways that news items can be shared with the community.

Virginia Tech News includes www.vt.edu, www.vtnews.vt.edu, two daily emails (one to faculty/staff and one to the public), one student weekly email, a weekly print newsletter (the “Blue Sheet”) for employees without work email access, and Twitter and Facebook feeds.

The daily and student weekly emails include the following categories of information:

- **Latest News**: News stories that are shared with the media and are generally of community interest. These are permanently archived.

- **Campus Notices**: Bulletin-board type announcements specifically for students and/or employees. These are not archived.

- **Calendar items** (that also appear on www.vt.edu, www.vtnews.vt.edu, and www.vpas.vt.edu)

- **Multi-media** (photographs, video, podcasts)

University Relations requires that all submissions from the division be routed through the director of communications to ensure that content meets the university’s branding and style guide requirements.

SUBMISSION DEADLINES

Please let the communications team know about your upcoming needs as far in advance as possible.

In general, the following deadlines are helpful; however, actual deadlines depend on the scope of the project and will be discussed at the start of the project.

Please allow five weeks’ advance notice for items that are regular and reoccurring and for new communications campaigns. Please allow two weeks’ advance notice for adhoc and emergency communications. Projects that include the development of multi-media (video, photography, podcasts) may require more notification, while requests for social media assistance may require less notice (and can sometimes be accommodated within a day or two).

MEDIA RELATIONS

All media requests for information/interview should be coordinated directly through the communications team. Administrative Services employees should not participate in media interviews without the consent of the director of communications.

WEBSITES

- **Site development/redesign**

  The communications team is leading an ongoing project to move all of the division’s websites from hand coded web pages (coordinated though Information Technology) into the university’s content management system (CMS). Moving forward, all new sites and pages will be built in the university’s CMS.
Ongoing content management/updates

Representatives from each area of the division have been (or will be) trained to make minor web updates in university’s CMS.

For major web updates, including the creation of new pages and sites, the director of communications should be engaged as early as possible in the planning process to ensure the content is appropriately structured and placed and adheres to web standards.

EMERGENCY COMMUNICATION

The director of communications is emergency personnel and serves as the member of the Virginia Tech crisis communication team.

ADDITIONAL RESOURCES

- University Relations
- Virginia Tech Identity Standard and University Style Guide
- University Photo Database
- Virginia Tech Social Media Guidelines
- Ensemble CMS