PUBLICATIONS PROJECT WORKSHEET FOR PRINT PRODUCTION

Any successful communications project begins with planning. This tool is designed to help you get started. Please return completed worksheet to Mary Feder, Director of College Relations and Publications. For more information, call 631-451-4256 or email federm@sunysuffolk.edu.

Name: **Date:**

Project Name:

Office/Department:

Are you empowered to make final decisions for this project?

If not, who is?

Budget: (There is no charge for our services. Your main expense will be the cost of printing.)
What is your spending limit?

Signature Authority: Who has signature authority for the above account?

Describe what need the project is to address?

Audience: Who is your audience?
What kind of contact do they already have with your office and other aspects of Suffolk County Community College? What message(s) do you want to convey to your audience? What action do you want them to take?

When: When does the project need to be completed? When is the point person ready to begin?
Our department requires at least 8-10 weeks from receipt of initial text to delivery of printed matter.

Distribution Method: Will this publication be mailed? Will you be using pre-paid postage?

Quantity: (Note range from minimum to maximum)

Lifespan: How long do you expect the finished project to be relevant?
Plans for assessing the effectiveness of this project:

Other marketing components:
Are you planning or working on any other related publicity?

Additional ideas,
If possible, please provide information (quantity, format, cost) about a similar, past project.
If this project is a repeat, what issues or concerns arose last time that need to be addressed?
Please note concerns, unusual circumstances, and questions.