About the Office
The Office of University Relations (UR) supports and promotes the image and mission of Coppin State University through a variety of services. Public Relations and Communications, Marketing, Creative Services and Project Management are the primary operational units. University Relations provides a variety of services and programs for the University community, the news media, and the public.

Public Relations and Communications communicates University news and information to internal constituents including faculty, students, alumni; and staff, as well as, external constituents including media, the federal and local governments, and neighboring communities.

Consisting of writing, editorial, and public affairs personnel, Public Relations and Communications is also responsible for enhancing the institution's image and helping to relay Coppin State University's mission more effectively to parents, faculty, alumni, potential donors, prospective students, and the general public.

Public Relations is charged with developing press releases, as well as submitting them to radio, print and television media. Planning press conferences, developing media relations and providing the University with media crisis management are also among the services that Public Relations provides.

Marketing is charged with promoting Coppin to increase awareness, support and loyalty among those who are vital to Coppin's success. Marketing also provides guidance to the campus community in an effort to maintain consistent institutional messages and graphic identity as part of the University's strategic branding campaign.

Marketing is also charged with ensuring that a strong, positive image is communicated proactively to all internal and external audiences and to promote an accurate and positive image that is consistent with the University's mission. Marketing is also responsible for serving as a support mechanism for assisting with the promotion, planning and execution of special events on campus and in the community.

Creative Services establishes official policies and standards for the content and design of Coppin's printed publications. Creative Services also assists University clients in producing selected communications.

Creative Services specializes in producing high-quality marketing, promotional, recruitment, fundraising, and informational communications for a wide range of university clients.

Comprised of editorial, graphic design, videography and photography professionals, the staff coordinate their talents to provide full services for planning, developing, and producing a wide range of communications, such as brochures and capital campaign materials. Departments may provide verbiage and basic framework for each project with the understanding that Creative Services will ensure that the final product will reflect institutional integrity, identity and consistency.

Printed and electronic publications produced by Creative Services preserve the integrity of Coppin's identity and promote the University through materials that exhibit conceptual, editorial, and visual excellence.

In cases where departments produce their own communications, it is the responsibility of every Coppin employee to maintain the institution's identity by following the guidelines set forth in Coppin's Visual Standards Manual. The Visual Standards Manual can be downloaded from [http://www.coppin.edu/our/Visual_Standards_Manual.pdf](http://www.coppin.edu/our/Visual_Standards_Manual.pdf). Creative Services reserves the right to halt the production of any communication that has not followed Coppin's guidelines or that may jeopardize the integrity or identity of the institution.

Project/Office Management is the first point of contact for requests for services. Primary responsibilities of office management include the coordination of marketing, public relations and creative service projects. Additionally, project management will coordinate select special events and programs, on and off campus to showcase Coppin's strengths to current and potential supporters. Office Management will track departmental expenses, generate invoices, and handle billing.

The ultimate goal is to work in accordance with both the University and departments to fulfill Coppin's mission and goals.
Universal Project Planning Questions

Schedule: What is your deadline?
Talk to everyone involved in the project to ensure they can fulfill their role or complete their contribution in the allotted time. You may need to reconsider the scope of the project to fit the schedule or the length of the schedule to fit the project.

Audience: Who are you most trying to persuade?
Identify your primary audience. A project can’t be all things to all people. Messages can be developed to reach a variety of constituents, but the most successful communications are targeted to a specific demographic. Choose your single most important audience, or prioritize your audiences, and shape the message accordingly.

Message: What is the primary idea or fact you want your user to take away?
Choose a limited number of messages to communicate. Focused communications are far more powerful than those that try to throw tons of information at the user.

Objective: What do you want your user to do?
The purpose of most communications is to persuade the user to do something specific or feel a particular way. Even in higher education, we are trying to “sell” something—a program, research, or an idea. Define your objective, then decide what in your piece will motivate the audience toward the desired result.

Methods: What format is right for your project?
It makes sense to explore multiple communication tools and methods to find the best way to deliver your message. For example, if you are planning a brochure, you might also consider making more information available on the web or point your users to resources that already exist.

Distribution: How will you get your communication to the audience?
If you are producing a printed publication, CD, or video, think about whether it will be mailed or handed out. Have you considered packaging and shipping costs?

Strategy: How does this project fit into your overall marketing strategy?
The most successful communications are part of an overall plan or campaign. Take a long-term view. Reinforcing your message and stating it consistently in various ways increases the chances of it getting heard.

Budget: How much time and money do you have to invest?
Budget considerations include the cost of all resources being used. Money available is usually what makes or breaks a project, but think also about the expenditure of other resources like time and energy.

Creative Services Project Procedure

A request for service form may be found at http://www.coppin.edu/our/our_forms.asp

I. Initial project consultation
   a. Creative Services and client meet to discuss the project
   b. The above questions will be immediately addressed
   c. Agreed upon product, strategy, timeline and budget

II. Gather project cost and spec info for requisition of purchase order
   a. Obtain vendor list
   b. Receive bids
   c. Choose vendor
   d. Obtain purchase order number (Design services will begin once a purchase order is obtained)

III. Submit electronic file of verbiage or consult editorial services to craft necessary wording
   a. Electronic files should already be proofread
   b. Provide any photos that you wish to be included. Creative Services can also provide
     photography services. The client is responsible for all fees

IV. First draft is presented to client
   a. Approved timeline will determine date of received draft

V. Client will make any necessary changes. Creative Services also provides proofreading
   services to ensure accuracy of information

VI. Designers make any additional changes

VII. Approval by client
   a. Sign form of completion and approve for print

VIII. Project is sent to printer
   a. Client may request a proof for even further inspection

Creative Services are at the discretion of the Office of University Relations.
Public Relations and Communications Service Request Guidelines

The Office of University Relations encourages members of The Coppin Family to bring to our attention any event or activity that may be newsworthy. This helps us to further advance the mission of Coppin State University and publicize the great work of our institution externally through local, national and international media outlets. A request for service form may be found at http://www.coppin.edu/our/our_forms.asp

Photography services are used during events for publicity, marketing, and advertising purposes. In the event that University Relations is unable to provide services, a list of recommended and approved professional photographers is maintained and can be made available. Hiring rates will apply.

Videography services are used during events for publicity, marketing, and advertising purposes. The videographer may not always be available during an entire event, so it is imperative that you highlight the time in which coverage is most needed. Rates may apply.

Press Releases are written and distributed to the media for possible coverage. However, the dissemination of the Press Release does not guarantee media coverage.

Press Conferences are planned and coordinated through the Office of University Relations. Press Conferences are reserved strictly for major news announcements. Determination for a press conference is at the discretion of the President and the Office of University Relations.

Stories may be written about an event or program. The story will subsequently be placed on the CSU website and possibly published in The Talon. The story may also be sent via email to The Coppin Family.

Marquee listings highlight events on the North Avenue electronic marquee. Upon request, event information can also be included on the marquees located in the Grace Hill Jacobs Office Classroom Building and the Miles Connor Administration Building.

The Tawes Center Display Case showcases programs and events happening at Coppin. The availability of this display case is limited and showcases and timespans are at the discretion of the Office of University Relations.

Examples of Coverage by the Office of University Relations

I. A program that is new, unique, and exciting (Examples: Coppin Academy and the NASA Space Exploration Program)

II. A significant special event (Examples: State of Black Baltimore Book Launch; elected officials such as the governor, mayor, congressman, etc., coming to the campus for a program, etc.; distinguished individuals visiting the campus or partnering with Coppin such as Bill Cosby.)

III. An award that is won by a faculty member, staff, or student that is deemed distinguished or significant (Examples: CSU receiving The EDUCAUSE Award for IT efforts; Prof. Denyce Watties-Daniels winning the Thurgood Marshall College Fund's (TMCF) 2007 Professor of the Year award.)

IV. The awarding of a significant grant or major donation (Example: $2.5 million STEM Grant.)

V. Talents that make good human interest stories (Examples: Prof. Linda Day Clark's photographing of the North Ave. community; Dr. Mark Fleming, Director for the Center for Counseling and Student Development co-authoring a chapter entitled “Examining Depression and Suicidality in Boys and Male Adolescents: An Overview and Clinical Considerations”; Prof. Timothy Jennings, serving as a role model for area youth.)

VI. An individual or program that can tie into a trend story (Example: Coppin's Urban Education Corridor – Higher education institutions across the nation who are taking active roles in urban education.)

VII. International partnerships (Example: Coppin's partnership with Helwan University in Egypt.)

For more information about the Office of University Relations, please call (410) 951-4200.
Who we are
The Office of University Relations (UR) was created to support and promote the image and mission of Coppin State University through a variety of services.

OUR Mission
Public Relations and Communications, Marketing, Creative Services and Project Management are the primary operational units. University Relations provides a variety of services and programs for the University, community, the news media, and the public.

UR procedure

I. SUBMIT A REQUEST
   http://www.coppin.edu/our/our_forms.asp

II. MEET WITH UR STAFF TO
   ○ assess needs
   ○ discuss budget
   ○ set deadline

III. SET UP PAYMENT (if applicable)
   ○ p.o. numbers
   ○ budget transfers
   ○ service fees

IV. SUBMIT
   ○ electronic files
   ○ photographs
   ○ supplimental materials

V. RECEIVE DELIVERABLES

Services we offer

PUBLIC RELATIONS
- press releases
- media alerts
- media advisories

CREATIVE SERVICES
- graphic design
- (limited) in-house printing
- videography
- photography

MARKETING
- advertising
- branding
- promotion

Contact info.
For additional information please visit www.coppin.edu/our or call 410.951.4200.

University Relations does offer in-house printing. Please consult with us to see if your printing needs can be met within our office. Please note that tasks undertaken are based on priority determined by UR.
SAMPLE PUBLICATIONS
- postcards
- announcement cards
- advertisements
- The Talon
- major event invitations
- sponsorship packets
- campaign materials
- indoor/outdoor banners etc.

please visit
www.coppin.edu/our
to place your publication request