OBJECTIVES

• Communicate accurate, relevant information about RMP business unit services, programs and initiatives

• Maintain a consistent voice across all Resource Management & Planning media that meets University Communications’ messaging strategies and UC San Diego brand guidelines

• Standardize and streamline the media content development process to reduce turnaround time

• Ensure adequate support for timely content development and delivery
The UC San Diego brand reflects campus culture, defines and reinforces who we are. Resource Management & Planning staff are responsible for understanding and correctly applying **campus brand guidelines** and adhering to high-quality communication standards.

- **Use of the University Name** – “UC San Diego” not “UCSD”
- **Campus Logo, Sub-Brand Logos and Co-branding**
- **Typography/Fonts**
- **UC San Diego Media Gallery** – contains a variety of campus images and Zoom backgrounds
- **Presentation Templates** – for all presentations

If you have questions, contact **Colleen Sheehan**, Multimedia Communications Manager.
WORKING WITH CONSULTANTS AND VENDORS

• If you are working with consultants or vendors who are preparing media for you (e.g., reports, presentations, videos, etc.):
  
  • Share the UC San Diego brand guidelines with them.
  
  • Ensure that they do not use “UCSD” in their prepared media.
  
  • Refer them to brand@ucsd.edu if they have questions.
MEDIA APPROVAL PROCESSES
SUBMITTING REQUESTS: PLAN AHEAD

Content review: 3 business days before target publish/distribution date

Content creation: 5 business days before target publish/distribution date

NOTE: Urgent requests will be accommodated under extenuating circumstances only.
WEBSITE CONTENT APPROVAL PROCESS

1. **Subject matter expert (SME) gathers information.**
   - SME submits email web content request.
   - Multimedia Communications Manager, or designee, gathers information and develops stages content.

2. **Multimedia Communications Manager, or designee, sends link(s) to SME for accuracy review and feedback.**
   - Multimedia Communications Manager, or designee, refines/develops and stages content.

3. **Department approves content.**

4. **VC RMP, or designated authority, approves content.**
   - Updates (e.g., dates, schedules, rates, procedure changes, environmental/CEQA reviews, etc.)
   - New content – sensitive information or policy changes (e.g., construction project descriptions, Virtual Town Hall results, surveys, etc.)

5. **Multimedia Communications Manager publishes approved content.**
   - Multimedia Communications Manager, or designee, sends link(s) to VC RMP Office for review/feedback within four (4) business days.
   - VC RMP, or designated authority, works with SME to address any identified issues.
Campus notices, email outreach, presentations, flyers, brochures, posters, ads, signs, etc.

Multimedia Communications Manager, or designee, works with customer to develop media or reviews submitted media to ensure message consistency and adherence to campus branding guidelines and quality standards.

Sensitive, high-level or policy-related information

Multimedia Communications Manager, or designee, sends content to VC RMP Office for review.

VC RMP, or designated authority, approves content or sends to University Communications for approval.

Content published, produced or distributed.

Multimedia Communications Manager, or designee, approves media.
EXTERNAL COMMUNICATION APPROVAL PROCESS

Media information requests, award submissions, etc.

Employee* receives information request or identifies recognition or promotional opportunity.

Employee shares request with supervisor/manager and department head for approval to proceed.

Department head shares approved request with VC RMP and Multimedia Communications Manager.

Employee works with supervisor/manager to develop information.

Employee and supervisor/manager share information with department head and Multimedia Communications Manager, or designee, for review to ensure accuracy and quality standards.

Multimedia Communications Manager, or designee, sends content to VC RMP Office for review.

VC RMP, or designated authority, approves information.

Employee shares information with University Communications for final review and copies Multimedia Communications Manager.

Employee shares response/submission.

*If employee is University Communications RMP representative, contact Multimedia Communications Manager and VC RMP.
UC San Diego