

# ETSU Creative Services

...Identity, Design, Print, Mail

Policies Presentation



# How did we get here?

- *Administrative Services Review Committee*
  - *Process to centralize design, identity, printing, and mailing services*
  - *Use of technology to bring resources together and increase efficiency through a one-stop e-Commerce site*



# Task Force to Implement Recommendation

Chaired by Drs. Jane Jones/Wilsie Bishop

## *Included key stakeholders:*

- Biomedical Communications (Walden, Fisher, Fair, Conley)
- Printing and Publications/Identity (Smith, J., Clements, Barnett)
- Administration (Kelley, King, Collins, Wilgocki)



# Concepts that Drive the Process

*Teamwork by already established service departments eliminates confusion and duplication of effort, using a single point of entry, custom-built “e-Commerce” site.*

*One easy-to-use process will be established campus-wide that results in:*

- Best design, that reflects University branding*
- Best set up, for efficient production and mailing*
- Best production method, in order to generate high quality and cost efficiency*



# Underlying Principles within the Policies

- *One E-Commerce entry site **will be required** for all printing and publications, advertising (except HR), and promotions*
- *Automatic ordering and billing*
- *Ability to learn project status in real-time*
- *Ability to run reports and plan budgets*



- *Three design options:*
  - *Developed by an in-house graphic designer*
  - *Camera ready*
  - *Template for routine items*
- *Identity standards review will be part of website process*
- *For digital printing, Biomed Communications will have the “right of first refusal” and off-set printing orders will be managed by the website*
- *Price verification will be done yearly to assure that prices are competitive*
- *Bulk mailings will be done through ETSU Post Office with the “Design, Print, Mail” component of the website*

*....Identity, Design, Print, Mail in one simple system*



# Implementation Schedule

- Training and Pilot Implementation
  - Will begin October 3
  - COM/MEAC and SCS (Continuing Studies)
- Full Campus Implementation
  - December 1
  - eBucs orders for printing, publications, promotions and advertising will stop at this time



# Policies

- Presented today for your information
- 30 Day Review
- Return to IUC for vote







Questions???



EAST TENNESSEE STATE  
UNIVERSITY