

UW Extension Communications & Technology Scope of Services

To ensure a streamlined process and efficient utilization of the resources provided by the Extension Communications and Technology (C&T) Office, we have established the following guidelines for requesting services related to photography, videography, graphic design, website building, and copywriting.

Scope of Services:

- **Photography:**
 - Off campus photography to be used in Extension/Outreach materials, marketing materials, promotional campaigns, and events
 - Portraits for faculty, staff, and grad students
 - Additional photo services provided by Institutional Marketing - <https://www.uwyo.edu/publicrelations/marketing/index.html>
- **Videography:**
 - Videography to be used for Extension/outreach education and programs
 - Inquire about limited capacity for marketing and promotional work
 - Additional video service provided by Institutional Marketing
- **Graphic Design:**
 - Visual communication content (fact sheets, bulletins, etc) utilized for Extension/outreach communication
 - Inquire about limited capacity for marketing and promotional work
 - For smaller projects, our graphic designers can offer Canva templates and training
 - Additional design services provided by Institutional Marketing
- **Website Building:**
 - Departmental website remodeling
 - Initial websites for certain large projects (please inquire on a case by case basis)
 - Designated faculty or staff will be expected to serve as site authors and are responsible for maintaining sites. For more information, please see the CALSNR Website Mngt (link doc here).
- **Copywriting:**
 - Feature stories highlighting great work and student successes across College of Ag, Extension, and AES (story selection is at the discretion of C&T; some story suggestions may be directed to other channels such as social media)
 - Press releases (dependent on available capacity; priority given to Extension/outreach projects)

1. Appropriate Requests:

- Utilize C&T services for significant projects that align with the organization's big-picture goals.
- Priority is given to Extension/outreach materials, statewide communication with the public, and significant annual events

- For department-specific or student-targeted projects, please contact Lindsay Conley-Stewart, the Sr. Project Coordinator in the Dean's office. Lindsay will assist in coordinating communication efforts as needed.

2. Request Submission Process:

- All requests must be submitted through the official C&T Request Form <https://bit.ly/uweCTProjectRequest>
- Please provide detailed information about the project, objectives, target audience, and specific requirements.
- Include a timeline indicating key milestones and deadlines.

3. Lead Time:

- Submit requests well in advance to allow for adequate planning and resource allocation.
- Major projects should be requested three weeks before the expected start date.

4. Collaboration and Consultation:

- C&T staff will collaborate with requestors to ensure a clear understanding of project goals and objectives.

5. Project Approval:

- Projects will be evaluated based on alignment with organizational goals and available resources.
- Approval notifications will be provided within one week after submission.

6. Feedback and Revisions:

- Timely feedback on drafts and previews is crucial for meeting project deadlines.
- Requestors are encouraged to communicate any necessary revisions promptly.

7. Emergencies and Expedited Requests:

- While we prioritize advanced planning, we understand that emergencies may arise.
- Expedited requests will be considered case-by-case, and our team will assess feasibility.

8. Post-Project Evaluation:

- Upon project completion, a brief evaluation will be conducted to gather feedback for continuous improvement.

By adhering to these guidelines, we aim to enhance collaboration, optimize resource allocation, and ensure the successful execution of high-impact projects. Thank you for your cooperation and commitment to achieving our organization's communication and technology objectives.