



RECREATION MARKETING

DEPARTMENT PROCEDURES & GUIDELINES

REV 2/23/2024

OUR PURPOSE

Recreation Marketing provides the UCR Recreation department with marketing and communication services, which are intended to provide quality, consistency and value in conveying what the department offers to the campus and the community.

Our services help UCR Recreation develop a strong name recognition by defining a look, feel and “attitude” for all materials that audiences instantly identify with the department. Well-developed messages and a consistent visual identity serve to shape the perceptions of students, alumni, faculty and staff.

OUR GOALS

From managing design and communication projects to harnessing a host of social media platforms, our team is committed to being at the forefront of innovations that offer convenience, immediacy, enjoyment and sense of community to our audience on and off campus.

OUR SLOGAN IS NOT ABOUT US. IT'S ABOUT YOU.

We work to build, strengthen and enhance the Recreation department’s reputation as an exceptional stress-reducing activity center with many benefits for the entire UC Riverside community. The office exists to help move Recreation forward in strategic ways—to enhance its visibility with students to positively enhance their mental, physical and social development. Our team provides direction, expertise and services that create and sustain a comprehensive and coordinated communications and marketing program.

Look to our team members as collaborative, strategic partners. Involve us in formative decision-making during the beginning stages of your event’s planning process. Since your project will be placed on a production schedule with dozens of other projects, we encourage you to meet with us early in your planning process. Our goal is to provide you with top-quality products in a timely manner. A timeline will be assigned in the preliminary meeting of your project.

OUR CREATIVE SERVICES

Our in-house team provides creative direction and graphic design, online communications, metric analysis, web design, video content creation and photography, strategic communications planning, media and public relations, publications, event marketing, Web, marketing plans and projects, and advertising. Our offices are always open and we'll work together to create a strategic marketing and communication plan for your program and project.

Because we provide a wide range of strategic services, we want to meet with you in person to discuss your plans, ideas and goals.

Design

We can create nearly anything you might need in print. Rec Guides, brochures, branded giveaways, flyers, posters, T-shirts and more. Most posters are printed in-house, however clients are responsible for all other expenses, which may include printing on large or non-traditional items.

Photography

We can take high quality photos for promotional and social media projects. Feel free to look through our extensive photo archive at photos.ucr.edu.

Videography

We make every effort to capture highlights of significant programs, services and events. We also focus on creating content for our platforms to grow our audience.

Social Media

We create and share your important activities or programs and maintain our platforms. We also safeguard the campus identity and brand for the department as we interact with users/customers. As we anticipate a greater focus on content management, we strive to find and share stories across multiple media, channels, and platforms in ways that bring our mission, vision and brand to life.

Rec Squad

The purpose of the Rec Squad is to elevate the department's brand perception on campus and increase the marketing effectiveness of programs and services at the Student Rec Center.

Digital and Online Communications

Our communication efforts extend beyond the UCR Student Recreation Center. We strive to make the campus aware of events and activities throughout the year and we utilize campus tools to make this information known to our audience.

Website

We manage the department's website and happily make small edits/updates to any of the facility and program pages under UCR Recreation.

INITIATING A PROJECT

No one wants to stress about deadlines, and every project is different. We want your program or service to be successful just as much as you do, so planning ahead makes that goal easier. For all requests, we ask that you submit a Sharepoint Marketing Request.

Determine what you want.

To start the conversation, consider these five questions when we meet:

- 1) Have I collected the relevant details? - *date, time, location, etc?*
- 2) Who is your target audience? - *students, faculty/staff, or community?*
- 3) Is your event/activity strategic? - *will it move you forward and what are your goals?*
- 4) Can your event/activity be leveraged? - *can we use it in other ways?*
- 5) How will we measure success? - *what metrics will we use to see how well we've done?*

Set deadlines.

We work with you to establish and maintain a schedule. Please note that creative design/video requests may take four weeks or longer, depending on our workload, a project's complexity, and the department's strategic priorities. Meet with us early in your thought process so we can best serve you.

Meet.

After receiving your request to meet, we will contact you to set up a preliminary meeting to discuss all aspects of the project.

DESIGN TIPS AND PROCEDURES

Please consider following the tips and procedures below in order to make your project a success.

Plan ahead.

Be sure to plan enough time to get your order in and completed on time.

Ask for advice and trust your designer.

Our goal is to help you pick the best options and strategy for your marketing objectives.

Sometimes less is more.

Designs, as well as content, should be chosen with the audience in mind. When you are writing copy, keep in mind that your audience is busy; they may not have much time to stop and read.

Avoid slowing down the design process.

Most projects should not take longer than two weeks to complete. Respond to drafts as quickly as possible to keep the process moving.

Assign a representative.

By selecting a single team member to provide feedback on behalf of everyone, you will help us streamline the editing process and avoid conflicting opinions.

PROOFING DESIGN WORK

We strongly recommend that every time we send a proof, you review it very carefully for both text copy and layout. Although we make every effort to make sure content is grammatically correct, we ask that you proof read your publication and/or marketing materials, and take responsibility for the accuracy and validity of the information you provide. If you would like any further revisions or notice that perhaps the previous revisions you requested were not made, kindly include the non-completed ones in your next request along with any further revisions to your materials at that time.

Note: Multiple rounds of edits extend production time. Please have all information verified and correct before submitting to move the process along in a timely matter. Keep in mind that every edit can extend your completion date three to five days. Most importantly, be flexible and work with your designer.

Keep in mind that we may modify and/or edit your original text/images/layout as we deem necessary and appropriate. Your final approval is required prior to print/production and no project is sent to print without your final approval.

ORDERING GIVEAWAYS AND PROMO ITEMS

All giveaway and promo orders within UCR Recreation **must be reviewed** by the marketing team. Our team will design the artwork and help develop a strategy on delivery.

SOCIAL MEDIA

Social media such as Facebook, Twitter, YouTube, Instagram and Tik Tok provide important avenues of information and entertainment for our target audience. These powerful and strategic tools are used for two-way communication. However, the use of social media can potentially introduce risk to the University and our department, such as compliance with regulatory requirements, reputational damage, information leakage, copyright infringement and privacy breaches.

The marketing team convenes a social media team that meets regularly. We encourage Recreation staff and students to take advantage of these dynamic, interactive communication tools in two ways. First, meet with our team to develop a specific social media campaign to support your program and second, we hope you will encourage students and yourself to tag us in the conversation on personal accounts. Look for us @UCRSRC as mentioned above and be sure to use the appropriate branded hashtags.

Social Media Takeover - Please bring all requests to our attention with at least a two week lead time. We will provide clear guidelines on dos and don'ts on our platform prior to the takeover.

Address all social media questions to jonathan.stiles@ucr.edu.

WEBSITE UPDATES

We will review and make changes/revisions or additions to current text copies, images, online forms, PDFs, links, etc. at recreation.ucr.edu.

UCR CALENDAR & EMAILS

The marketing team strives to make the community aware of events and activities offered throughout the year. We use the UCR Calendar as a central location for event announcements. Events show up in the searchable, online campus calendar, emails to the Highlander community and also in various locations on the Recreation website.

PHOTOGRAPHY AND VIDEO

We work with a number of student photographers to capture high-quality images for use online and in print. Action, event, portrait, large group, or other specialty photography needs should be communicated well in advance. The marketing team maintains an archive of various current and past photographs. Images may be viewed at photos.ucr.edu.

To request access to photos.ucr.edu or access to photo/video equipment (if marketing student staff is unavailable), contact [**dusan.stancic@ucr.edu**](mailto:dusan.stancic@ucr.edu).