Request for Communication Department Work

Akron Public Schools Marketing & Communications department provides strategic services to advance district goals.

All projects are subject to review and will be considered based on the following factors:

- Do you consider the project critical?
- Does the project support a district strategic priority?
- What is the visibility, reach and longevity of the project?
- Is it timely? Advanced notice allows for better planning, product and marketing. Projects with larger scope require more advanced notice. Projects with less than a 3-week notice risk automatic denial.

The APS Marketing Communications department reserves the right to accept, alter or deny requests based on scope of project, strategic impact and staff resources. Completing this form does not guarantee your project will be accepted. If a project is denied, you will be provided with a list of pre-approved vendors who may assist with your project.

Timelines will be determined based on scope of project. The designated point of contact is expected to provide prompt and timely feedback. Failure to do so may result in project delays or cancellation.

Make a Form or Document with These Fields:

Main Point of Contact

Provide contact information for the person responsible for providing project details and timely feedback.

Name
Email
Phone
Department/Unit/Organization

Goal

List your measurable goal(s). What do you want to accomplish? Please list goal(s) in regards to the impact you want to make: Who, what, where, how and why? Examples:

1. We want this video to reach X amount of prospective students during an important recruiting period.
2. We hope this campaign will help increase enrollment by X% for next academic year.
3. The goal of this communication is to make X% of our alumni and stakeholders aware of the new project in our department / college.

What is the goal of this project and how do you plan to measure its success? *

Service(s) Requested
Event Planning
Graphic Design
Marketing Consultations
Media Relations
Photography
Social Media
Weekly Update Story
Video Services
Web Assistance
Other

Project Description

Please provide as many details as possible about this project; the more information provided, the better for our staff to review your request. Try to answer questions including:

- What are the details of this project?
- Is this an update to a previous project or a new project?
- Who is the audience for this project (e.g., prospective or current students, alumni, other stakeholders)?
- How will this project be used / displayed / communicated?
- Does this project generate revenue?
- What is the lifespan / longevity of this project? Is it recurring?

Project Description

Timeline for Delivery
Please provide at least 2 to 3 weeks' notice. If accepted, a final project timeline will be determined in partnership with the APS Communication Department.

Name of Final Approver
If someone other than the main point of contact will approve the final project, please list. If the main point of contact is the final approver, please list name again.

Samples:
- https://www.isenberg.umass.edu/sites/default/files/Documents/Project%20Request%20Form.pdf
- https://filestage.io/blog/marketing-request-form/
- https://images.sampleforms.com/wp-content/uploads/2017/03/Graphic-Design-Project-Request-Form.jpg
- https://hamline.sharedwork.com/wz/template/pubprojrequest,RequestProject.vm