

Protocol 1051 Marketing and Recruiting Materials

Protocol Number: 1051

Effective Date: 06/30/18

Revised Date: 01/14/21

Protocol

The Graduate School produces marketing and recruitment materials on a regular basis as well as other communication pieces including maintaining a website. The Assistant Dean for Academic Affairs identifies the needs regarding current and new materials as well as updates to the website. Once the need is identified, the following protocol is followed:

1. Initiate communication and/or meeting with Science Communications.
2. Science Communications develops a timeline and estimated cost for the requested materials.
3. Assistant Dean for Academic Affairs consults with the Associate Dean for Administration regarding the budget and cost of the materials.
4. Science Communications develops the materials within the agreed budget.
5. Assistant Dean for Academic Affairs reviews materials.
6. Any needed changes are made by Science Communications and the Assistant Dean for Academic Affairs gives approval.
7. Materials are published and delivered to GSSIMR.

In addition to the above protocol, the Assistant Dean for Academic Affairs regularly reviews the website for any needed updates. This occurs in the summer after policies, protocols, and the Catalog and Handbook have been updated, in the fall before applications are made available, and in the spring after graduation. In addition, website changes are authorized by the Assistant Dean for Academic Affairs as needed. The protocol is as follows:

1. Initiate communication specifying needed changes with the web developer within Science Communications.
2. Web developer makes changes, usually within 24-48 hours, and informs the Assistant Dean for Academic Affairs.
3. Changes are reviewed by the Assistant Dean for Academic Affairs.