

WELCOME

TO THE

MARKETING

OFFICE!



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Follow Everything!

PHOTOGRAPHY

Our photographer can take high quality headshots/group photos for your office, organization or program. We also work with major programs to assist with event photography. Feel free to submit a request on Wrike for photos from our archive.

SOCIAL MEDIA

The LBJSC has a Twitter, Instagram and Facebook account. Want to collaborate to amplify your message? Submit a request on Wrike if you have a particular message or event you would like to promote.

WEB

We manage the LBJSC Home Page and will happily make small edits/updates to any of the department pages under LBJSC.

DESIGN

Design team can create just about whatever you might need in print. Posters, T-shirts, table-tents, and composites for organizations are the most common requests and routinely win regional and national awards at design competitions.

VIDEOGRAPHY

Our media team works with major programs to assist in promoting major events or services. We feature many of these videos on our YouTube channel and promote them on social media as well.

THE ATRIUM

Have a message or update for LBJSC staff? Contact us with your request to be included in the monthly newsletter.

DESIGN REQUEST

If you would like a graphic designer to create marketing materials for your program or event.

ARCHIVE FILE REQUEST

Request photos or files from previous marketing projects.

PHOTOGRAPHY REQUEST

You are requesting a photographer to appear at your event or shoot custom photography.

PRINT ONLY REQUEST

When you already have a file that you would like LBJSC Creative to print. Please note we only take requests that have small quantities, banner printing and A-Frame signage.

REVIEW REQUEST

Submit files that need to be reviewed by the LBJSC marketing team.

SOCIAL MEDIA REQUEST

You want LBJSC to feature an event or some other information on the main LBJSC social media channels.

VIDEO REQUEST

You are requesting a videographer to appear at your event or create a custom video.

WEBSITE REQUEST

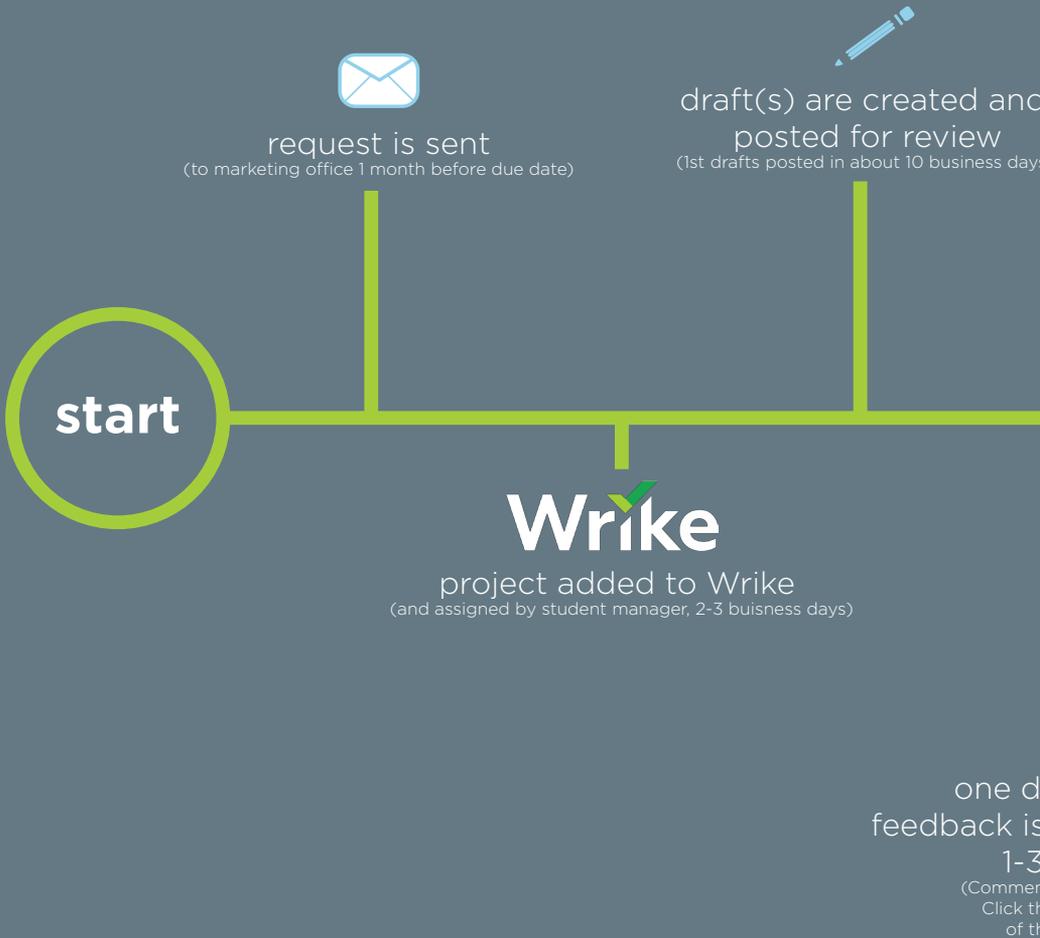
Request website updates.

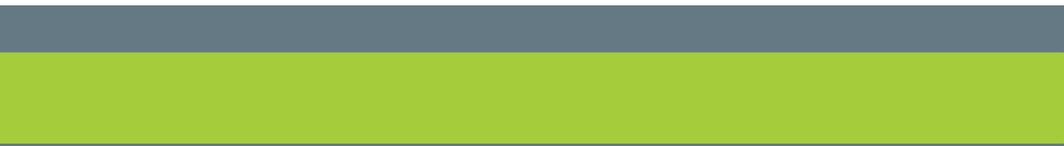
No one wants to stress about deadlines and every project is different. We want your program or service to be successful just as much as you do, so planning ahead makes that goal easier! For a simple design request, such as a poster or flyer, one month before you would like the final file is suggested. For larger requests, such as brochures or multiple items, it is suggested that you make the request two months in advance of your final deadline.

Before submitting a request through our project management Wrike, consider these:

- What is the goal of this request?
- Who is the target audience?
- What does the timeline look like?
- Do you have an idea for the outcome design?
- Do you have all the information needed for this request?

Wrike Workflow |





changes are made and a new version is uploaded

final is uploaded
(available for download)



approval
(all reviewers must click "approve" in order to move to the next step)



draft is chosen and is given by clients within 5 business days

Comments can be added to documents. (Use the arrows to the left and right of the image to view all drafts.)

WHO DO I TALK TO ABOUT USING THE SUPERCAT?

Texas State Athletics has the license for the Supercat. Here is the link for the information about licensing: txstatebobcats.com/sports/2010/8/4/LIC_0804100158.aspx

WHERE SHOULD I PRINT?

Currently, our office offers very limited printing (single copies, small photo requests) BUT be sure to take a look at our resource page where we have plenty of options for both small and large print jobs!

WHEN CAN I SEE/USE MY REQUEST?

Once on Wrike, your final files will be available after everyone approves of them. It will specifically be placed in a task called "Upload Final Files". Do not use any unapproved drafts.

PRINTING

Print Shop

Website: auxiliaryservices.txstate.edu/printmail

Email: printshop@txstate.edu

Phone: 512. 245. 2601

Copy Cats

Website: auxiliaryservices.txstate.edu/copycats

Email: copycats@txstate.edu

Phone: 512. 245. 2684

PROMO ITEMS & T SHIRTS

AJL Advertising

Website: ajladvertising.com

Caprice

Website: capriceinc.com

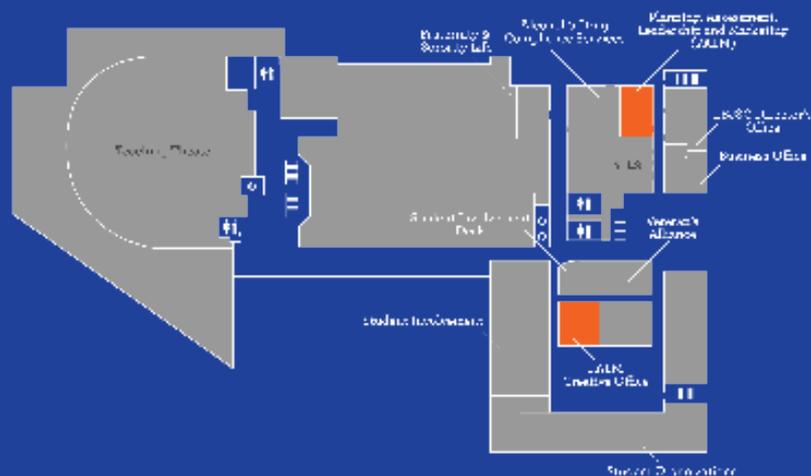
PHONE NUMBERS

Marketing: 512.245.4905

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PALM: 512.245.8295

4TH FLOOR



lbjsc.txstate.edu/services/PALM/Marketing



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FOLLOW EVERYTHING!

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LBJ STUDENT CENTER