

CPH Communications Office

The [Communications Office](#), within the UGA College of Public Health Dean's Office, creates and coordinates the College's internal and external messages. These efforts include news releases, social media campaigns, publications and other printed materials, as well as video and digital communications. We also manage the College's primary website, as well as media relations and marketing. The Office also serves as the designated liaison for questions about UGA and College of Public Health logo and trademark usage.

Who are we?

[Lauren Baggett](#), Director of Communications
[Rebecca Ayer](#), Digital Communications Coordinator

How do we support CPH faculty and staff?

General Communications Support –

Need guidance on promoting an upcoming event, building awareness about a new program, developing student recruitment materials, launching a new website site, or building a social media presence? The CPH Communications Office is happy to help. You can reach out to us individually or email us at cphnews@uga.edu.

Project Support –

Are you thinking about creating a promotional video? A program brochure? ***But you need more hands-on support than a general consultation?*** The Communications Office is ready to help with small- or large-scale marketing and promotion projects initiated by our administrative offices, departments, institutes, and programs. This support can include pre-planning, vendor relations, navigating appropriate brand and logo use, developing content, and executing on the final product.

Support Guidelines

Project Purpose & Scope –

When you meet with the Communications team, be prepared to answer questions a few questions about your planned project or product:

1. Who is your target audience?
2. What action are you hoping for your audience to take? E.g., Apply, sign up for a course
3. How are you planning to deliver this product to your audience?

Note: After discussing your project purpose, the Communications team may have alternative ideas for ways to reach your target audience, or have suggestions for how your content is presented based on our expertise in this area. You are welcome to take or leave these suggestions, though we hope you'll take them. 😊

Timeline –

When are you trying to deliver your project or product to your audience? This will dictate the timeline for the work. We recommend a lead time of at least one month before you need your final product, and possibly 4-6 weeks if you're working with an outside vendor. ***The Communications team reserves the right to offer only limited support if we feel that the lead time is too tight and/or our project pipelines are too full to deliver high-level hands-on support.***

Budget –

What is your budget for this work? We can offer estimations for digital marketing, design and printing work, or videography, but ultimately it is the responsibility of the unit to procure quotes and handle project Procurement Orders.

Note: In our experience, end of year spending is a popular time to think about marketing and promotional materials. If you are anticipating this type of work, we strongly encourage you to reach out to us and budget this work into your fiscal year. If this type of work is on your "wish list," we can still help with pre-planning so that if your unit has funds to spend out, we'll have a jump on the work.

Depending on your budget, scope of work, and timeline, we may be able to recommend a different option if your original idea isn't feasible.

Workflow –

Please identify a **point of contact** for your unit or team to communicate with Lauren or Becky and your outside vendor, if there is one. If you'd prefer for Lauren or Becky to coordinate with the vendor, that's fine, too.

Please also identify any person who will need to give **final approval** of the product.

The Communications team requests that the point of contact be responsive throughout the project. We recommend that this person be able to return correspondence, project draft feedback, etc., **within 24 hours**. We find this helps the project move along on time.

At the start of a project, the Communications team will set a kick off meeting to lay out discuss the project scope, timeline, budget, and establish a workflow.

Branding & Logo Use –

All marketing and promotional materials must follow [UGA](#) and [CPH](#) brand guidelines. We'll be happy to talk through these guidelines.

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