

## Office of Admissions Communications Request Form 2016 Admissions Cycle

Please allow 1 week for the initial evaluation of your request. We may be in contact with you with further questions. If approved, your request will be programmed into the Office of Admissions communication schedule. The timeframe for the creation of a communication that is ready for approval will depend on the type of communication desired, what aspects of the communication the Office of Admissions is asked to assist with, the information provided by the college/department, the time of year, and what projects are currently on the our communication schedule. Below are some general guidelines for communication timing assuming department provides necessary information in a timely manner.

Type of Communication	Copywriting/Editing	Graphic Design	Printing	Mail List Creation	Prep time for Sending/Mailing	Time to being Received
Email	1 week from receipt of information from the department	1 week from receipt of information from the department	NA	1 week from confirmation of selection criteria	24-48 hours from departmental approval of email	Within 24 hours
Postcard	1 week from receipt of information from the department	1-2 weeks from receipt of information from department and desired design	Up to 1 week depending on quantity and other jobs on the schedule	1 week from confirmation of selection criteria	1-3 days depending on what needs to be done and size of job	1-14 days depending on mailing 1 <sup>st</sup> class or bulk non-profit
Letter	1 week from receipt of information from the department	1-2 weeks from receipt of information from department and desired design	Up to 1 week depending on quantity and other jobs on the schedule	1 week from confirmation of selection criteria	3-5 days depending on what needs to be done (stuffing) and size of job	1-14 days depending on mailing 1 <sup>st</sup> class or bulk non-profit
Other	1-2 weeks from receipt of information from the department	1-2 weeks from receipt of information from department and desired design	Up to 1 week depending on quantity and other jobs on the schedule	1 week from confirmation of selection criteria	3-5 days depending on what needs to be done (stuffing), type and size of job	1-14 days depending on mailing 1 <sup>st</sup> class or bulk non-profit

Please plan accordingly and submit your request with this timeframe in mind. You will be notified if your request cannot be processed within your desired timeframe.

First & last name: \_\_\_\_\_

Job title: \_\_\_\_\_

Email address: \_\_\_\_\_

Work phone number: \_\_\_\_\_

Your college, department or unit: \_\_\_\_\_

### General information about the communication

- What type of communication do you want to send:  
 An email     A postcard     A letter     Other (specify) \_\_\_\_\_
- How often will this communication be sent?  
 One time – ad hoc     Weekly     Monthly     Quarterly     Annually     Other
- Is this communication part of a larger campaign, where you will want assistance with follow up communications (If yes, the Office of Admissions will follow up with you about the other parts of the campaign)?     Yes     No
- What aspects of the communication would you like assistance with (check all that apply and complete the appropriate sections below)?  
 Copy Writing/Editing     Graphic Design     Printing     Mail List Creation     Sending
- When would you like this communication to be received by the target audience? \_\_\_\_\_

### Copy Writing/Editing

1. Do you already have your text/communication complete, or would you like help drafting it?
  - I have text written, review and suggestions would be appreciated
  - I have rough draft written, but would appreciate assistance in getting it to final form
  - I would appreciate help in drafting the text (Please answer questions below to help us understand what you are hoping to achieve with the communication)
    - a. What is the purpose of the communication?
  
  
  
  
  
  
  
  
  
  
  
    - b. What is your main message?
  
  
  
  
  
  
  
  
  
  
  
    - c. What are any additional messages?
  
  
  
  
  
  
  
  
  
  
  
    - d. What is your primary call to action or CTA (what do you want students to do as a result of the communication)?
  
  
  
  
  
  
  
  
  
  
  
    - e. Do you have any URLs or other special info to be included?

### Graphic Design

Design work may be done by the Office of Admissions or by University Marketing and Communications (UMC). All design costs from UMC will be billed directly to the requesting department.

1. Do you already have a design/layout in mind?  Yes  No
2. Emails: What kind of header would you like used?  Generic U of U  College/Department Specific  
 Other \_\_\_\_\_
3. Printed communications: Will this be a self-mailer or sent in an envelope?  Self-Mailer  Envelope
  - a. If an envelope, do you have your own envelopes?  Yes, w/ window  Yes, no window  No
4. Do you have the imagery you want used (images should be at least 300 dpi)?  Yes  No
5. If a printed communication, what is the finished size for the communication?
  - 8.5 x 11  4 x 6  8.5 x 5.5  9 x 6  8.5 x 3.5
  - other, please specify: \_\_\_\_\_

6. Does this communication need to be folded?  Yes (identify below)  No  
 folded in half vertically  folded in half horizontally  tri-fold  gate fold  
 other, please specify: \_\_\_\_\_

### Printing

Printing may be done by University Print & Mail Services or a vendor recommended by University Marketing and Communications. All printing costs will be billed directly to the requesting department.

- How many colors will this communication have?  1  2  full color
- If a letter, do you have stationary you want to use for this job?  Yes  No
- What type of finish do you want?  Matte  Gloss
- If a brochure, what type of paper do you want to use?  
 Regular bond  Other, please specify: \_\_\_\_\_

### Sending

#### Email:

- What should the "From" name be? \_\_\_\_\_
- What should the "Reply-to" email address be (this is where responses will come, so make sure it is a live email account)? \_\_\_\_\_
- What do you want the subject line to say?  
\_\_\_\_\_  
\_\_\_\_\_
- Do you have a specific day or timeframe you want to send the email? \_\_\_\_\_

#### Printed Communication:

Mailing time and costs depend on how you want to send your communication. First class mail costs more but ensures the communication will be received within a few days. Bulk, nonprofit has a minimum number of pieces required to be sent, and while it costs less, it can be held by the post office for up to 10 days and does not deliver as quickly.

- How do you want to send your printed communication?  1<sup>st</sup> Class  Bulk, nonprofit
- If you are using an envelope, will you be stuffing them yourself?  Yes  No

### Filter Criteria

The Office of Admissions will work with outside entities to send communications using mailing lists created by the office, but we do not release created mailing lists directly to departments.

Please identify the selection criteria for your target audience (**check all that apply**):

- Type of Contact:  Entering Freshmen  Entering Transfer
- Include international students:  Yes  No
- Campus:  Main (Salt Lake City)  Asia (South Korea)
- Recruitment status:  Inquiry (expressed interest in the U)  Applied  Admitted  Paid Deposit
- Complete Freshman application before deadline:  
 December 1  February 1  April 1 (subject to change)

Ex: If you check boxes for both December 1 and February 1, you will get all applicants that meet either deadline.  
If you check only the box for February 1 you will get only applicants after December 1 and through February 1.

- 6. Ethnicity:  Underrepresented Minority     Any     Other, please list: \_\_\_\_\_
- 7. Gender:  Female     Male
- 8. 1<sup>st</sup> Generation only (obtained through application):  Yes
- 9. Current grade level:  9<sup>th</sup>     10<sup>th</sup>     11<sup>th</sup>     12<sup>th</sup>     College/Transfer Students
- 10. Intended entry term(s):  Spring     Summer     Fall
- 11. Intended entry year(s), please list: \_\_\_\_\_
- 12. Geographic region:  UT only     US only     Specific States/Zip Codes (identify in #13 below)
- 13. Other (specify):

Once this form is complete, please return to the Office of Admissions Communications Area by:  
Campus Mail – 250S SSB  
Email – [OA\\_Comms@sa.utah.edu](mailto:OA_Comms@sa.utah.edu)  
FAX – 801-585-7864

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