EXPECTEDS
College Relations is here to serve the campus. Each project requires sufficient lead time detailed in Project Timelines, and are dependent on a variety of factors including client feedback, supervisor approvals, bids, department bandwidth, etc. Within two business days, clients will receive an email requesting supervisor approval. Following approval, an email is sent introducing the Project Lead.

BEST PRACTICES
• Plan ahead.
• Request a creative meeting at the beginning of a project.
• Prepare content (copy, dates, times, etc.) early on.
• Work collaboratively to define project objectives and scope.
• Communicate early and often.

IN-HOUSE PRODUCTION
College Relations covers all in-house graphic design costs. Below are quantities of items produced in-house. If additional quantities are required, they may be outsourced and paid from the client’s marketing budget. College Relations will facilitate getting bids from approved vendors.

<table>
<thead>
<tr>
<th>Posters (6)</th>
<th>Handouts (50 pages)</th>
<th>Academic Flyers (50)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pull-up Banners (2)</td>
<td>Directional Signs (up to 5)</td>
<td>posted on-campus</td>
</tr>
</tbody>
</table>

FAST FACTS
• Each week, College Relations completes an average of 25 - 30 individual department projects submitted via marketing requests.
• An average poster takes 10 hours of labor to design and proof.
• One 10’ banner takes 6 hours of labor to print and trim.
• College Relations serves every department at LSC-UP and oversees campus marketing, communications and public relations.

FOR MORE INFORMATION VISIT: LoneStar.edu/UP-CR
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