



Wednesday, July 23, 2003

UC&M launches new Web site

By **Jeff Samoray**, OU Web Writer

To better serve the campus community's marketing, advertising, communications, media relations, graphic design, publications, Web site and photography needs, the **University Communications and Marketing Department** (UC&M) launched a new Web site that contains information on department services, policies and procedures, budgets and timelines, and contact information for staff members by their areas of expertise.

"The University Communications and Marketing Web site provides a high level overview of the quality services available right on campus," said Geoff Upward, UC&M director. "It also houses resources that can assist university departments as they prepare to start projects, such as links to relevant OU policies and procedures, editorial style and Web guidelines, as well as the often-asked-about logo usage guidelines."

The site also contains the updated OU fax cover sheet, the request form for adding events to the electronic message board located at Walton and Adams, and useful information regarding campus photography services.

"The Web page on photo services offers answers to frequently asked questions about event photography, reprints, publicity and publication photos, as well as the UC&M photo archive," said Claudette Zolkowski, UC&M Web and marketing services director. "The site also houses the photography services request form along with detailed instructions for its use."

The UC&M site is intended to provide basic information to the university community about its services and resources as well as continue to help departments ensure they are adhering to university policies and procedures. However, the site will continue to evolve based on feedback from users, particularly those who frequently use the photography services.

"Based on feedback, we are in progress on creating a second request form, so there will be one for photographer services and one for prints/reprints," Zolkowski said. "Once completed, both forms will be accessible from the Web site. In the more distant future, we hope to include a portfolio of work so departments can easily view the range of projects/products they can receive when working through us."

"UC&M offers a wealth of marketing, advertising, media and design expertise – right on campus. To take advantage of these wonderful resources, you just need to call us."

University Communications & Marketing is a proactive, strategic partner providing counsel and support to help Oakland University departments and units advance the university's 2010 vision.

To access the **University Communications and Marketing** Web site, click on the "Administration" button from any OU Web page, then click on "Communications & Marketing" under the University President header. Visit the site for information on UC&M services or contact the department at (248) 370-3184. To send a news tip, visit **The News @ OU** Web site or e-mail thenews@oakland.edu. For more information on photographic services, contact photo@oakland.edu.

SUMMARY

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