

**CAS Heads and Managers Retreat – manager breakout session**  
**9/17/18**

**Topic: CAS and UO communications**

*Guests: Lisa Raleigh, CAS Director of Communications, and Jennifer Lindsey, UO Director of Strategic Communications/Chief of Staff for University Communications*

Discussion highlights:

- UO Communications has fewer designers than they used to. Sometimes they don't have the capacity to take on projects, so they are working on pre-negotiated contracts with outside vendors. An RFP for photo/video services is being finalized, and the need for contracts with outside print designers has also been identified.
- Lisa Raleigh's duties are with the Dean's Office; she can advise units but can't take on the actual project work for a unit.
- Central design and printing services are working on poster design templates for units. Lisa is working with the CAS languages departments to create a student-facing website model, which can be replicated by other departments. In the website redesign, faculty research content will be easily accessible, as well.
- If your unit is interested in trying out a poster template, please contact Lisa ([raleigh@uoregon.edu](mailto:raleigh@uoregon.edu)). The poster template is intended to streamline the process of producing posters, and we are looking for departments to try them out for ease of use.
- With the poster template, units would like access to the image library that UO Communications has.
- Design contractors will go through UO "brand camp" and will have access to University-approved fonts and design assets.
- Suggestion to create a cheat sheet-type document with contacts for each type of communication in one place.
- Will templates be mandated? Some presenters have their own requirements for posters, formatting. (This should be okay as long as designs also meet UO standards.)
- Some faculty and departments want to create a department-specific brand and we need to balance that with college/UO requirements.
- If you have feedback on the 2018 commencement program process, please email Lisa Raleigh ([raleigh@uoregon.edu](mailto:raleigh@uoregon.edu)).
- We discussed print vs. electronic media; posters and handbills can be annoying and wasteful; students don't engage with them as much as with digital media.
- In addition to event publicity materials, departments also have a need for internal communication. Will there be support to create online portals/intranets?
- The Admissions site has a page for each major, aimed at prospective students (separate from the department website). Location is <https://admissions.uoregon.edu/majors>. Email Lisa Raleigh if write-ups for your majors are out of date ([raleigh@uoregon.edu](mailto:raleigh@uoregon.edu)).

- The “what’s happening in the department” approach in newsletters doesn’t motivate donors, alumni or other external readers. Departments should think about audience and intended purpose of communications. This could be a topic for new department head training.