Enrollment Services Communication & Marketing

PROJECT TIME EXPECTATIONS

The below time expectations are estimations for project completion, if all content or relevant information needed for the project are submitted with the request. For projects that need consultation or involve printing, additional time outside of these estimations may be needed. Projects that already exist and only need content updates may require less time.

DIGITAL

- **Social Media Graphic or Text Post | 1 week**
- **Social Media Video | 4 weeks**
  Script, Video, Editing, Posting
- **Screen Recording Videos | 2 weeks**
  Recording and Audio need to be provided
- **Digital Screen | 1 week**
- **Other Videos | Needs Consultation**

WEB

- **Web Content Updates | 1 week**
  No layout or designs, content provided
- **Web Content Updates | 2 weeks**
  No layout or designs, content not provided
- **Webpage Redesign or Creation | 2 - 3 weeks**
  One page—layout, design, and content changes
  Content provided
- **Webpage Redesign or Creation | 4 weeks**
  One page—layout, design, and content changes
  Content not provided
- **Multipage Redesign or Creation | 4 - 6 weeks**
  Two to four pages—layout, design, and content changes
  Content provided
- **Multipage Redesign or Creation | 6 - 8 weeks**
  Two to four pages—layout, design, and content changes
  Content not provided
- **4+ page New Website or Multipage Redesign | Needs Consultation**
  Four plus pages—layout, design, and content changes
  Content provided
- **4+ page New Website or Multipage Redesign | Needs Consultation**
  Four plus pages—layout, design, and content changes
  Content not provided

DESIGN

- **Single Piece Designs | 2 weeks**
  Postcards, flyers, schedules, invitations, etc.
- **Presentation Template | 1 week**
- **Custom Presentation | 4 weeks**
  Presentation content provided
- **Custom Presentation Series | Needs Consultation**
- **Brochures | 4 weeks**
- **Multi-Panel Designs | 6 weeks**
  Folders, designs including multiple folds, booklets

EMAIL

- **Proofing/Copy Editing | 1 week**
- **Update to Existing Email | 1 week**
  Content changes provided
- **Single New Email | 2 weeks**
  Content and graphic creation
- **Multi-Email Campaign | 4 weeks**
  Same message, different audiences
  and/or calls-to-action
- **Communication Plans | Needs Consultation**
  Message utilizing different communication methods
  for different audiences

Need consultation?
Request through an ESCM team member for consultation on projects.

For **content review, email communications, design and print questions**, contact Nichole Playford at nplayford@central.uh.edu.
For **web project consultation and digital screen questions**, contact Betty Cruz at bcruz2@central.uh.edu.
For **social media requests**, contact Michelle loredo at mgloredo@central.uh.edu.
For **Slate CRM consultation**, contact Kevin Farnsworth at kmfarnsw@central.uh.edu and Chris Cheatham at ccheatha@central.uh.edu.
For **all other inquiries**, contact Chris Cheatham at ccheatha@central.uh.edu.

Exceptions
If you need a project completed before the timeframes provided, it will be considered an exception and require approval.
Please contact Chris Cheatham at ccheatha@central.uh.edu.