**LASSONDE STUDENT PR/MARKETING DEADLINES**

*Last edited: 04-09-15, 4:30 p.m.*

Student managers responsible for PR/marketing should follow this deadline checklist when planning and implementing their PR and marketing plan. Any questions can be directed to Thad Kelling, the Lassonde PR/marketing manager, at [thad.kelling@utah.edu](mailto:thad.kelling@utah.edu) or 801-587-8811.

**Monthly**

* Submit content two weeks before the start of each month for the monthly Lassonde email newsletter (exceptions possible for special circumstances). Every program should be making regular contributions.
* Attend marketing meet-ups.

**May 2015**

* Review Lassonde PR/marketing resources and guidelines document. Send any questions to Lassonde PR/marketing manager.
* Review your draft program boilerplate description and send any edits to Lassonde PR/marketing manager. Final versions will be distributed at a later date for everyone to use.
* Review your program listing, description and link on the Lassonde Institute program director webpage: <http://lassonde.utah.edu/directory/>

**May-June 2015**

* Submit final 2015-2016 event calendar to Lassonde project manager (Anne Bastien) and send any updates/changes as soon as they are known. Details and timely updates are critical.
* Submit any request for web-development work that must be completed by the beginning of the academic year (for example, if you want a new website or you want to substantially update by August).

**July 10, 2015**

* Submit content ideas and calendar items for fall Lassonde print newsletter. All programs should submit announcements and calendar listings. Double check details before submitting.

**Summer 2015**

* Send contact lists to Lassonde PR/marketing manager for email newsletter and other uses.
* Review Lassonde marketing materials for an overview of programs and PR/marketing opportunities. Review Lassonde website, print material, social media, online calendar, past newsletters, etc.
* Prepare a detailed PR/marketing plan for the academic year and submit draft to Lassonde PR/marketing manager. Include strategies, goals, deadlines, etc. Then discuss at monthly marketing meet-up.
* Update all content on your website and send a link to Lassonde PR/marketing manager when updates are complete (for example, upload new calendars, past winners, new program descriptions, updated graphics, etc.).
* Review Lassonde brochure rack calendar and propose any changes to Lassonde PR/marketing manager.

**Nov. 10, 2015**

* Submit content ideas and calendar items for spring Lassonde print newsletter. All programs should submit announcements and calendar listings. Double check details before submitting.

**December 2015**

* Schedule a meeting with Lassonde PR/marketing manager to discuss semester developments and any adjustments to plan for spring semester.
* Submit story ideas for the “Student Innovation @ the U” report to Lassonde PR/marketing manager.

**Winter 2015-2016**

* Submit updated contact list to Lassonde PR/marketing manager.

**April-May 2016**

* Be prepared to discuss successes and failures from year’s efforts at monthly marketing meet-up.

**Ongoing**

* Keep your website – and all online communications – current an accurate.
* Get copies of Lassonde print marketing materials from Lassonde PR/marketing manager and distribute them when appropriate to help promote related activities. We should always be cross promoting activities.

**TBD**

* If your program is on the Lassonde brochure rack calendar, submit a draft poster and flyer to Lassonde PR/marketing manager days or weeks before printing and distributing. Nothing can be placed on the racks without approval.
* Immediately notify Lassonde PR/marketing manager and Lassonde project manager (Anne Bastien) if any of your event information changes.
* Submit any materials you want the Lassonde PR/marketing manager to review at least three days before you need edits (exceptions possible for special circumstances).
* Submit press release drafts to Lassonde PR/marketing manager at least three days before desired distribution date (exceptions possible for urgent news items like press releases about event winners that must be turned around quickly).