CREATIVE SERVICES

Mission

OSU-Stillwater/Marketing/Creative Services provides innovative design services that maintain the quality and consistency of the Oklahoma State University image.

Vision

OSU-Stillwater/Marketing/Creative Services will:

- Be a recognized leader in providing quality customer services;

- Be an effective voice for articulating institutional messages and conveying the Oklahoma State University brand;

- Be well recognized for award winning products and publications; and

- Be the University's choice for design services.

Core Values

Excellence – We seek excellence in all our endeavors, and we are committed to continuous improvement.

Intellectual Freedom – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Integrity – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

Service – We believe that serving others is a noble and worthy endeavor.

Diversity – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

Stewardship of Resources – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

Goals, Critical Success Factors, Objectives, and Strategies

Goal One: Provide creative services for university community.

Critical Success Factors:

- 90% customer satisfaction for publications and projects
- Increase design production 5% each year

Objectives:

Objective 1.1: Be innovative and pragmatic in providing graphic design services.

Strategies:

- Standardize guidelines for initial consultation and job intake.
- Establish procedures and checklist for accurate and standard production schedule.
- Create and implement online interactive job tracking system, accessible to designers and clients.
- Collaborate with clients to develop yearly production planning for recurring publications and projects.
- Establish criteria for quality control review of publications and projects for adherence to university branding goals and design standards.
- Implement mandatory standards of communication with clients regarding all job stages and production changes .
- Train all staff in unit procedures, review and update training prior to each fall and spring semester.
- Develop unit to include in new employee orientation to familiarize new university employees with services.
- Conduct informal in-shop design workshops for faculty and staff, departmental and desk side training at key client locations.

Objective 1.2: Investigate and consistently maintain an effective Creative Services web service.

Strategies:

- Coordinate creation and implementation with Information Technology Division
- Create content and navigation for web site.
- Work with IT to create online ordering of some stationery and some premium items (note cards, notepads, etc.).
- Utilize web site as a resource for information (branding, graphic standards, graphics, quality control, and desktop publishing).
- Assign staff to update online presence, Create and follow a regular update schedule for web site.
- Create standardized templates to be made available online.
- Test functionality of web site and ordering system with key client groups.

- Coordinate content with University Printing Services and related areas on campus.
- Create FTP site for transfer of client files.
- Work with clients during the design process to re-purpose publications and projects for electronic distribution.
- Evaluate and implement available technology for re-purposing print publications and projects for electronic distribution.

Objective 1.3: Expand Creative Service's level of the state of the industry in technology and design.

Strategies:

- Conduct annual unit technology and environment needs assessment, coordinate with client survey results.
- Review technology and office environment for quality and efficiency issues.
- Investigate new technologies that will increase quality and/or efficient production and delivery.
- Make recommendations to marketing management at annual budget meeting.
- Subscribe to trade journals (technology, design, production, and marketing).
- Attend trade show exhibits and conferences as required.
- Update hardware and software as needed, when cost effective.
- Enhance technology upgrades with sufficient training.
- Develop an electronic archive of approved university images.

Objective 1.4: Consistently assess client needs and satisfaction on an ongoing basis.

Strategies:

- Establish client service satisfaction priorities.
- Develop and implement an electronic survey of client base needs for design services (technology, services, and personnel), prior to fall and spring semesters.
- Develop and implement a random electronic survey of client base for their service requirements.
- Identify, record and respond to stated client needs and satisfaction, review results with marketing management.
- Implement improvements in programs and services as indicated.
- Request feedback on changes as needed.
- Communicate with clients via email or web site updates.
- Add client email address to initial consultation form.

Objective 1.5: Be the recognized source for creative graphic design and digital media on campus.

Strategies:

- Establish a job description for an account representative.
- Recruit, hire and train a quality account representative.
- Actively promote goods and services through personal contact via an account representative.
- Conduct current client and non client visits.
- Promote "knowledge expert" and mentoring concept.
- Conduct bi-monthly staff meetings to develop strategies for increasing client base.
- Develop a competitive cost structure by tracking production for typical goods and services, publish results.
- Pursue recognition through competition, display and publicize the achievements.
- Publish online portfolio and marketing strategy.
- Advertise goods and services online and by direct mail and in the *Daily O'Collegian*, twice each semester for each.
- Develop and distribute direct mail collateral materials, identify, participate, and advertise in selected university events.

Goal Two: Maintain institutional standards for branding.

Critical Success Factors:

- Develop and distribute web guidelines
- Develop and distribute graphic standards guidelines
- Annual communications audit of publications

Objectives:

Objective 2.1: Develop and implement a system network to facilitate evaluation of publications and projects to reflect University branding.

Strategies:

- Participate in the oversight mechanism for enforcement of branding guidelines.
- Develop procedures and checklists to periodically review publications for adherence to university branding goals.
- Establish a relationship and communicate with branch campuses and units producing publications for external audiences, twice yearly.
- Coordinate with University Printing Services procedures to review publications that bypass Creative Services.
- Establish procedures to facilitate review of publications prior to being printed off campus, approve off-campus vendor work.
- Oversee staff to ensure that design work initiated with Creative Services conforms and supports University marketing goals.
- Distribute developed oversight procedures and checklists to the client base.
- Ensure compliance with all laws and regulations.

Objective 2.2: Establish and maintain quality and control standards for institutional identification

Strategies:

- Develop and implement a method to provide the client base access to approved university images and fonts.
- Distribute developed graphic standards guidelines to the client base.
- Ensure oversight guidelines are implemented in the system for evaluation of publications and projects.
- Twice a year, offer training in institutional graphic standards guidelines.

Objective 2.3: Participate in an annual communications audit of the Stillwater branch campus

Strategies:

- Collect samples of publications produced by the Stillwater branch campus, regardless of where printed.
- Evaluate, record and distribute audit findings to the client base.
- Implement findings to the system for evaluation of publications and projects.
- Provide feedback or conduct unit training of audit findings as needed.

Goal Three: Create an integrated organizational infrastructure to support state-of-the-art programs and services.

Critical Success Factors:

- Diverse work force
- Increase productivity 5% per year
- 90% customer satisfaction.

Objectives:

Objective 3.1: Recruit, hire, train, and retain a professional and diverse staff, including interns and student technical para-professionals

Strategies:

- Review staffing needs on an annual basis and hire additional staff as required.
- Utilize institutional resources to target diverse populations for position vacancies.
- Have current and accurate position descriptions and manuals for all staff.
- Annual performance reviews consistent with unit and university priorities (including branding compliance, design skills and customer service).
- Conduct informal bi-weekly staff meeting to brainstorm, problem solve, and facilitate improvement of unit performance.
- Implement and track a program of regular professional development for all staff, including students, at least one training opportunity a year.
- Encourage membership in at least one professional organization.
- Participate in a minimum of two regional design competitions, OCPRA and CASE IV.
- Send one staff member a year to the UCDA conference on a rotating basis.
- Send one or more staff members a year to the CASE IV conference, depending on proximity.
- Recognize and publicize staff achievements.
- Provide a minimum of 8 hours of individual staff development/training per semester (desk side or off-campus).
- Provide a minimum of 16 hours of group staff development/training annually (desk side or off-campus).
- Develop mutually-beneficial relationships with local design professionals.

Objective 3.2: Increase staff involvement in university-sponsored community service initiatives.

Strategies:

- Identify potential community service initiatives.
- Encourage and support staff involvement in identified programs.
- Track unit service activities.