

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

Need consultation?

Request through an ESCM team member for consultation on projects.

For **web project consultation**, contact Alyssa Laygan at ahlaygan@central.uh.edu.

For **content review and email communications**, contact Nichole Playford at nplayford@central.uh.edu.

For **social media requests and video consultation**, contact Brittney Byrd at bbyrd2@central.uh.edu.

For **design, print, and digital screen questions**, contact Madison Laurence at malauren@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.

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