



**FORMAN  
CHRISTIAN  
COLLEGE**  
(A CHARTERED UNIVERSITY)

## Office of Communications and Publications Standard Operating Procedures

The Marketing and Communications Office consults in-house clients on their marketing, publications and communications needs. The office helps to identify audiences, decides on the most effective communications tools to reach these audiences, facilitates collaborations among different academic and administrative departments, and connects departments to approved vendors to complete projects.

The following operating procedures are intended to expedite University requests for public relations and marketing support. These procedures will clarify production timelines and facilitate efficient completion of projects.

### **Print Publications**

The Communications Office is available to assist in the design and production of publications, advertising, and other print collateral needs.

To initiate a project, requesters must first complete a Publications Request Form, available on the Communications Office webpage, or from the Office. Requests can also be submitted via email to Salman Khalid (salmankhalid@fccollege.edu.pk).

It is important to have an idea of budget, quantity, and content upon submitting a requisition. Even though requests may be turned around in a timely fashion, it is advised to allow a minimum of three weeks for production of printed material.

All self-produced collateral must be submitted to Michelle Jacob (michellejacob@fccollege.edu.pk) to review for approval within the Communications Office.

#### **Publication production process:**

**Step 1:** Communications Office staff will consult with requestor and determine scope and focus of the project.

**Step 2:** The Communications Office will request Purchase Office to assign a pre-approved vendor for designing and printing.

**Step 3:** The Purchase Office will call in quotes from different vendors for orders over Rs 50,000 and assign vendors accordingly.

- Step 4:** Content for the publication and other supporting materials will be provided by the requestor.
- Step 5:** The content will be formatted by the Communications Office for brevity and clarity.
- Step 6:** The content will be shared with the vendor who will also be communicated about the creative guidelines, such as preferred colors.
- Step 7:** The designed publication will be shared by the vendor with the Communications Office who will check the publication for branding, and design.
- Step 8:** The designed publication will be shared by the Communications Office with the requesting department who will be expected to check the document and provide feedback.
- Step 9:** The Communications Office will incorporate changes/corrections pointed out by the requesting department as well as those it identifies during proofreading.
- Step 10:** The Communications Office will meet with the vendors while the Purchase Office makes a price comparative report for jobs over Rs 50,000.
- Step 11:** The vendor will be selected according to the lowest price quoted by the vendor; an exemption will be made on price if the quality of the product offered by a vendor is superior.
- Step 12:** The Communications Office will raise the PR for the projects that it will be charged for. For the projects that are paid for by the requesting department, the department will be responsible for raising the PR.
- Step 13:** The PR will be routed to the Head of the Communications Office for approval.
- Step 14:** The approved PR will be routed to the Rector for final approval before being routed to the Purchase Office.
- Step 15:** The Communications Office will ask the Purchase Office to issue the PO to the vendor.
- Step 16:** After receiving approval on the final copy of the designed document, the Communications Office will place the order for printing with a written confirmation on the final delivery date.
- Step 17:** The Communications Office will ensure that the publication is delivered on the stipulated date.
- Step 18:** The Communications Office will ensure that the product received is satisfactory and will sign off on the delivery challan.
- Step 19:** The Communications Office will mark the project as received and completed in the Purchase software against the PR raised for a particular project.
- Step 20:** The vendor will submit an invoice against the completed project in the Purchase Office which will be processed for payment.

### **Stationery Items**

Faculty and staff members can make requests for letterheads, stamps and envelopes etc. Official stamps, letterheads and envelopes are only issued to department heads. Departments can request for the form by emailing Hannah Paul (hannahpaul@fccollege.edu.pk)

A minimum processing time of two weeks will be required from the date of request.

**Step 1:** The Communications Office will receive a request for a customized stationery item from administrative and academic departments.

**Step 2:** An official request will be made to the Purchase Office by Communications Office to assign a pre-approved, designated vendor for stationery items.

**Step 3:** The Purchase Office will assign a vendor according to the set standards.

**Step 4:** The Communications Office will meet with the vendor and explain the quantity and item.

**Step 5:** The vendor will share paper samples (in terms of notebooks and letterheads) and give an official quotation.

**Step 6:** The Communications Office will raise the PR for the projects that it will be charged for. For the projects that are paid for by the requesting department, the department will be responsible for raising the PR.

**Step 7:** The PR will be routed to the Head of the Communications Office for approval.

**Step 8:** The approved PR will be routed to the Rector for final approval before being routed to the Purchase Office.

**Step 9:** The Communications Office will ask the Purchase Office to issue the PO to the vendor.

**Step 10:** The Communications Office will correspond with vendor and start the sampling process in terms of notebooks and letterheads. For stamps, the vendor will send samples over the email.

**Step 11:** The designed items will be shared by the Communications Office with the requesting department who will be expected to check the document and provide feedback.

**Step 12:** The Communications Office will incorporate changes/corrections pointed out by the requesting department as well as those it identifies during proofreading.

**Step 13:** Once the final sample has been approved, the Communications Office will give confirmation for production to the vendor

**Step 14:** The vendor will deliver the final product to the Communications Office.

**Step 15:** The Communications Office will ensure that the product received is satisfactory and will sign off on the delivery challan.

**Step 16:** The Communications Office will mark the project as received and completed in the Purchase software against the PR raised for a particular project.

**Step 17:** The vendor will submit an invoice against the completed project in the Purchase Office which will be processed for payment.

## Visiting Cards

Faculty and staff members can make requests for visiting cards by filling out a Visiting Cards Request Form. Individuals can request the form by emailing Hannah Paul ([hannahpaul@fccollege.edu.pk](mailto:hannahpaul@fccollege.edu.pk)), collect it from the Communications Office in person or download from the Communications Office website page.

A minimum processing time of two weeks will be required from the date of request.

**Step 1:** The Communications Office will receive a request for visiting cards from individuals from the administrative staff and faculty by filling the visiting card form available on the Communications Office website page (the form can also be sent via email or collected from the Communications Office in person).

**Step 2:** The visiting card form must be filled out by the requestor, ensuring that the information provided is correct, and have it counter-signed by the department head before sending it back to the Communications Office.

**Step 3:** The Communications Office will send the card to be budgeted by the Accounts Office for deduction of cost from the requester's departmental/office budget.

**Step 4:** The Communications Office will make a list of the cards along with the correct information and send it to the designated vendor for visiting cards. Cards can only be printed in multiples of 4, 6, 8, 10, 12 etc.). In case of odd numbers in the quantity of visiting cards, the Office will wait for additional cards.

**Step 5:** The vendor will send a digital designed copy of the cards to the Communications Office.

**Step 6:** The Communications Office will proofread the card, making sure all the information is correctly displayed according to the standards set for the visiting cards (In case of any discrepancies in information provided by the requester, the Communications Office will verify information from the requester or the HR Office).

**Step 7:** The Communications Office will approve the cards for printing.

**Step 8:** The vendor will deliver the cards in sets of 250 for each request (quantities of 500 or 1,000 are printed in special cases for executive staff only).

**Step 9:** The Communications Office will send an email to the requester to collect the cards.

**Step 10:** The Communications Office will prepare the Goods Received Note (GRN) for each visiting card request which the requester will sign upon collecting the cards (each GRN has 3 carbon copies).

**Step 11:** The Communications Office will share a carbon copy of the GRN each with the Purchase Office and the Accounts Office.

**Step 12:** The vendor will share the bill with the Purchase Office.

**Step 13:** The Communications Office will document all requests received digitally in separate online folders as well as the hard copies of forms and the third carbon copy of the GRN.

## Marketing

All advertising and marketing support requests must be routed through the Communications Office to ensure that the use of University resources is optimized and target audiences are effectively reached. This procedure also governs marketing campaigns that a department may wish to run on social media. To launch an effective marketing campaign or place advertising, a minimum of four to six weeks is required from job origination to delivery.

*(Note: Delivery time could be shortened if the job entails a one-time or short-run advertising.)*

**Step 1:** Communications Office staff will consult with requesting department and determine scope and focus of the project.

**Step 2:** An appropriate strategy will be developed for publishing the material.

**Step 3:** Copy points and any other supporting materials will be provided by the requestor.

**Step 4:** Media collateral will be developed according to the materials and guidelines provided by the department.

**Step 5:** Media collateral will be sent for approval to the requesting department.

**Step 6:** The Communications Office will incorporate changes/corrections pointed out by the requesting department as well as those it identifies during proofreading.

**Step 7:** For paid advertising, the Communications Office will raise the PR for the projects that it will be charged for. For the projects that are paid for by the requesting department, the department will be responsible for raising the PR.

**Step 8:** The PR will be routed to the Head of the Communications Office for approval.

**Step 9:** The approved PR will be routed to the Rector for final approval before being routed to the Purchase Office.

**Step 10:** The approved media collateral will be assigned and scheduled. Execution of graphic design or broadcast production will be subject to projects already in the queue.

**Step 11:** The Communications Office will ask the Purchase Office to issue the PO to the vendor.

**Step 12:** Communications Office staff will monitor advertising once activated and provide analytics and return on investment measurements.

**Step 13:** The Communications Office will ensure that the service received is satisfactory.

**Step 14:** The Communications Office will mark the project as received and completed in the Purchase software against the PR raised for a particular project.

**Step 15:** The vendor will submit an invoice against the completed project in the Purchase Office which will be processed for payment.

## Vacancy Advertising Placement

Requests to purchase ad space for vacancies must be routed through the HR Office to the Communications Office.

**Step 1:** The Communications Office will receive a request for news placement in the newspaper by the HR Office.

**Step 2:** The Communications Office will ask Purchase Office to assign the pre-approved vendor for media buying.

**Step 3:** After vendor is assigned for the job, the Communications Office will coordinate with them to have the newspaper ad designed.

**Step 4:** The designed ad will be proofread by the Communications Office before being sent to the HR Office for approval.

**Step 5:** The Communications Office will raise the online PR for the project.

**Step 6:** The PR will be routed to the Head of the Communications Office for approval.

**Step 7:** The approved PR will be routed to the Rector for final approval before being routed to the Purchase Office.

**Step 8:** The Purchase Office will verify the quotation provided by the vendor.

**Step 9:** The Purchase Office will then issue the PO to the vendor and have the approved newspaper ad booked with the relevant media house.

**Step 10:** The office will share a copy of the newspaper with the HR office after ad is published.

**Step 11:** The Communications Office will mark the project as received and completed in the Purchase software against the PR raised for a particular project.

**Step 12:** The vendor will submit an invoice against the completed project in the Purchase Office which will be processed for payment.

## Media Production

When requesting a video production, clients must provide scripting and basic information about purpose and audience. These projects will be outsourced with the Communications Office charged for the cost of production. All products for external or widespread internal use must be approved by the Communication Office. We will not reproduce copyrighted material without permission from the copyright holder.

Promotional videos require extensive planning and consultation and need, at a minimum, a two-month lead time with script. The requesting department will be responsible for providing scripting and basic information about purpose and audience

To request a video production, please email Aneel Ghosh ([aneelghosh@fccollege.edu.pk](mailto:aneelghosh@fccollege.edu.pk)).

**Step 1:** Communications Office staff will consult with requesting department and determine scope, focus and need of the project.

**Step 2:** Once the need for the project has been established, the Communications Office will request Purchase Office to assign a pre-approved vendor.

**Step 3:** The Purchase Office will call in quotes from different vendors for orders over Rs. 50,000 and assign vendors accordingly.

**Step 4:** The Communications Office will meet with the vendors while the Purchase Office makes a price comparative report for jobs over Rs. 50,000.

**Step 5:** The vendor will be selected according to the lowest price quoted by the vendor; an exemption will be made on price if the quality of the product offered by a vendor is superior.

**Step 6:** The Communications Office will raise the PR for the projects that it will be charged for. For the projects that are paid for by the requesting department, the department will be responsible for raising the PR.

**Step 7:** The PR will be routed to the Head of the Communications Office for approval.

**Step 8:** The approved PR will be routed to the Rector for final approval before being routed to the Purchase Office.

**Step 9:** The Communications Office will ask the Purchase Office to issue the PO to the vendor.

**Step 10:** An appropriate strategy will be developed for publishing the material.

**Step 11:** The requesting department will provide a script for the project.

**Step 12:** The Communications Office and the vendor will develop a story board on the based on the concept and the script.

**Step 13:** The story board will be sent to the requesting department for approval.

**Step 14:** The Communications Office will coordinate with the vendor for a production schedule based on the story board.

**Step 15:** The media will be produced and edited.

**Step 16:** The Communications Office will incorporate changes/corrections pointed out by the requesting department as well as those it identifies.

**Step 17:** The Communications Office will coordinate with the vendor for final delivery of the product.

**Step 18:** The Communications Office will ensure that the product received is satisfactory and will sign off on the delivery challan.

**Step 19:** The Communications Office will mark the project as received and completed in the Purchase software against the PR raised for a particular project.

**Step 20:** The vendor will submit an invoice against the completed project in the Purchase Office which will be processed for payment.

## Photography

One week's lead time is necessary for indoor photo shoots for promotional purposes as these require careful planning and attention to detail. Three days' lead time is requested for outdoor promotional work.

To request photography services for news events or promotional activities, departments and student societies must complete a Photography Request Form and submit it to the Communications Office at least two days in advance of the planned event.

Requests can also be emailed to Anil Joseph (aniljoseph@fccollege.edu.pk).

### **Process for photography coverage:**

**Step 1:** The requesting department will fill the photography request form for the coverage of the event (the form can be downloaded from the Communications office page on the FCCU's website or can be collected from the Communications Office).

**Step 2:** The Communications Office will check the schedule for any clashes with prior photography bookings. (Requests for photography of the events taking place after-work hours and weekends will be approved on the discretion of the Communications Office)

**Step 3:** The Communications Office will confirm the booking of the requesting department for photography coverage if no clashes are found in the schedule.

**Step 4:** If the requesting department requires the services of additional photographers/videographers for their event, the Communications Office will request Purchase Office for the list of registered vendors for photography.

**Step 5:** The Purchase Office will call in quotes from different vendors for orders over Rs. 50,000 and assign vendors accordingly.

**Step 6:** The Communications Office will review the work of the vendors provided by the Purchase Office and will choose the vendor suitable for that sort of event.

**Step 7:** The Communications Office will meet with the vendors while the Purchase Office makes a price comparative report for jobs over Rs. 50,000.

**Step 8:** The vendor will be selected according to the lowest price quoted by the vendor; an exemption will be made on price if the quality of the product offered by a vendor is superior.

**Step 9:** The Communications Office will raise the PR for the projects that it will be charged for. For the projects that are paid for by the requesting department, the department will be responsible for raising the PR.

**Step 10:** The PR will be routed to the Head of the Communications Office for approval.

**Step 12:** The approved PR will be routed to the Rector for final approval before being routed to the Purchase Office.

**Step 13:** The Communications Office will ask the Purchase Office to issue the PO to the vendor.



**Step 14:** The Communication Office will provide guidelines to the vendor for covering the event.

**Step 15:** The Communication Office will acquire the raw data from the vendor right after the event.

**Step 16:** The Communication Office will review the editing of the video/photographs provided by the vendor.

**Step 17:** The Communications Office will ensure that the services received are satisfactory and will sign off on the delivery challan.

**Step 18:** The Communications Office will mark the project as received and completed in the Purchase software against the PR raised for a particular project.

**Step 19:** The vendor will submit an invoice against the completed project in the Purchase Office which will be processed for payment.

### **Media Coverage and Publicity for Campus Events**

The Communications Office attempts to keep a record of all media interviews of University personnel. If any staff, faculty member or student is contacted by a media outlet for an interview in their capacity as a representative of FCCU, they must notify the Head of Communications Office, Michelle Jacob via email ([michellejacob@fccollege.edu.pk](mailto:michellejacob@fccollege.edu.pk)). If any staff, faculty member or student is asked to participate in a “man-on-the-street” type interview in which they are not officially expressing opinions about the University or any of its policies, an advance notice to the Communications Office is not required.

Departments can ask the Communications Office to invite media to campus events, at least two weeks in advance, by filling out a Media Request Form. Departments can also invite media themselves but must ensure that they inform the Communications Office of this. If the requesting department sends their own release, the Communications Office will edit it to conform to FCCU’s news release format.

Requests for media coverage should be emailed to email Aneel Ghosh ([aneelghosh@fccollege.edu.pk](mailto:aneelghosh@fccollege.edu.pk)).

#### **Process for requesting media coverage for on-campus event**

**Step 1:** The Communications Office will receive a request from the department two days prior to the planned event day.

**Step 2:** The Communications Office will share a media request form with the department for them to fill it out and have it signed by the head of the department

**Step 3:** After the form is received, the Communications Office will send out a media invitation to the relevant media house to assign a media person.

**Step 4:** The Communications Office will R.S.V.P the media person so they can be on the event for coverage.

**Step 5:** The Communications Office will inform Security Office for clearance of the media personnel.

**Step 6:** On the day of the event, the Communications Office will keep in touch with the media personnel till they are on campus so adequate campus coverage can be provided.

**Step 7:** After the event, the Communications Office will send out a press release of the event to various media house along with pictures of the event.

**Step 8:** After the event news has been covered in the media, the Communications Office will request the media house to share clippings of the news posted in the newspaper for record purposes.

**Step 9:** The Communications Office will share the news clippings with the requesting department for their record.

### **Websites and Social Media**

The Communications Office manages the official websites and social media channels of FCCU and its other digital infrastructure like digital signage. News posts and requests for updates on your page on the website can be sent to Fraz Bukhsh ([frazbuksh@fccollege.edu.pk](mailto:frazbuksh@fccollege.edu.pk)).

- The write up must contain details related to the event. It must have date, venue, time and any other important information related to the event.
- The number of photos should commensurate with the size of the write up.
- The Communications Office has the right to edit the content provided.

*Note: A photo MUST be sent to put the news on the website and social media.*

### **Process for News Posts Uploads**

**Step 1:** The department/student society will send news reports and images of the event to the Communications Office to be posted on the website and/or social media.

**Step 2:** The Communications Office will review the report and edit the content according to FCCU's style sheet.

**Step 3:** The Communications Office will resize and optimize the images according to the requirements of the website.

**Step 4:** The Office will design images for the event posts when required.

**Step 5:** The edited content and pictures will be uploaded to the content management system of the relevant website by the Communications Office.

**Step 6:** The edited content and pictures will be published after the final review by the Communications Office.

**Step 7:** The Communications Office will send a confirmation to the requesting department that their content has been published.

### **Process for static content management:**

**Step 1:** The requesting department will request for a departmental page/changes in the design of the page and will provide the content.

**Step 2:** The Communications Office will review the content and research for a layout that best suits the size of the content according to the website's overall design.

**Step 3:** The Communications Office will create the layout and design the images required as according to the layout and show it to the requesting department.

**Step 4:** The requesting department will review the layout.

**Step 5:** The Communications Office will incorporate changes/corrections pointed out by the requesting department as well as those it identifies.

**Step 6:** The Communications Office will upload and publish the approved content on the website.

**Step 7:** The Communications Office will send a confirmation to the requesting department that their content has been published.

### **New Websites and Social Media Account Creation**

The Communications Office entertains request for creating new websites and social media accounts as submitted by Centers and stand alone departments.

**Step 1:** The requesting department will contact the Communications Office for the development of the website/social media account for their center.

**Step 2:** The Communications Office will assess the need for the creation of the website/social media account.

**Step 3:** Once the need is established, the Communications Office will consult the IT Office, in case of new website creation, for the technical requirements of the project as well as Purchase Office to assign a vendor for the project. In case of creating a social media account, the Communications Office will work with the requesting department to develop a content strategy and create the page. At least two members of the Communications Office staff will be the administrators of the account.

**Step 5:** The Purchase Office will call in quotes from different vendors for orders over Rs 50,000 and assign vendors accordingly for new website creation.

**Step 6:** The Communications Office will meet with the vendors while the Purchase Office makes a price comparative report for jobs over Rs 50,000.

**Step 7:** The vendor will be selected according to the lowest price quoted by the vendor; an exemption will be made on price if the quality of the product offered by a vendor is superior.

**Step 8:** The Communications Office will raise the PR for the projects that it will be charged for the projects that are paid for by the requesting department, the department will be responsible for raising the PR.

**Step 9:** The PR will be routed to the Head of the Communications Office for approval.

**Step 10:** The approved PR will be routed to the Rector for final approval before being routed to the Purchase Office.

**Step 11:** The Communications Office will ask the Purchase Office to issue the PO to the vendor.

**Step 12:** The selected vendor will provide and discuss the wireframe for the website with the Communications Office.

**Step 13:** The Communication Office will share the final wireframe with the requesting department.

**Step 14:** The Communications Office will have the changes suggested by the requested department incorporated in the design.

**Step 15:** Once the wireframe is approved by the requesting department, the Communications Office will pass it on to the vendor for the design of the website.

**Step 16:** The Communications Office will work with the developer on design and then share the final design with the requesting department for feedback.

**Step 17:** The Communications Office will incorporate changes/corrections pointed out by the requesting department as well as those it identifies during proofreading.

**Step 18:** The Communications Office will work in liaison with the requesting department for the generation of content and will provide advice to keep the content consistent with FCCUs writing style and branding guidelines.

**Step 19:** The Communications Office will serve as a bridge between the vendor and the requesting department to make sure that the best standards and practices are followed for the website.

**Step 20:** The Communications Office will review the final product and share it with the requesting department for the final approval.

**Step 21:** The requesting department will review the website and provide the approval to the Communications Office, if no changes are required. In case the department requires changes, the Communications Office will have them made and get approval from the requesting department.

**Step 22:** The finalized website will be reviewed by the IT Office for errors and bugs in the development that may make the website susceptible to attack.

**Step 23:** Once the website security is approved by the IT Office, the Communications Office will give approval for the website to go live.

**Step 24:** The Communications Office reserves the admin right of the website and closes the project.

**Step 25:** The Communications Office will ensure that the product received is satisfactory and will sign off on the delivery challan.

**Step 26:** The Communications Office will mark the project as received and completed in the Purchase software against the PR raised for a particular project.

**Step 27:** The vendor will submit an invoice against the completed project in the Purchase Office which will be processed for payment.

## Merchandise

The Communications Office produces official merchandise available for purchase by staff, faculty and students for personal use. Items can also be purchased for presenting to guests.

### **Merchandise production process:**

**Step 1:** The Communications Office will research market trends and ideas on new merchandise for the university

**Step 2:** The idea will be conceptualized according to FCCU's brand image and cultural preference.

**Step 3:** The Communications Office will make an official request to the Purchase Office to assign a pre-approved vendor.

**Step 4:** The Purchase Office will call in samples and quotes from different vendors for orders over Rs. 50,000.

**Step 5:** The Communications Office will meet with the vendors while the Purchase Office makes a price comparative report.

**Step 6:** The vendor will be selected according to the lowest price quoted by the vendor; an exemption will be made on price if the quality of the product offered by a vendor is superior.

**Step 7:** The Communications Office will raise the online PR for the project.

**Step 8:** The PR will be routed to the Head of the Communications Office for approval.

**Step 9:** The approved PR will be routed to the Rector for final approval before being routed to the Purchase Office.

**Step 10:** Once the PR has been approved by the specified heads in the approval process, the Purchase Office will issue the purchase order to the selected vendor

**Step 11:** The Communications Office will correspond with the assigned vendor and start the designing and sampling process (In case the merchandise is customized for a particular department or event, the sampling process will include the specific department in the sampling process).

**Step 12:** Once the final sample has been approved, the Communications Office will give confirmation for production to the vendor.

**Step 13:** The vendor will deliver the final product to the Communications Office.

**Step 14:** The Communications Office will ensure that the product received is satisfactory and will sign off on the delivery challan.

**Step 15:** The Communications Office will mark the project as received and completed in the Purchase software against the PR raised for a particular project.

**Step 16:** The vendor will submit an invoice against the completed project in the Purchase Office which will be processed for payment.

### **Merchandise sale process:**

The Communications Office will handle all sales (cash, budgeted and giveaways) for the merchandise:

**Cash Sales:**

**Step 1:** Students, staff, faculty, alumni and guests can purchase merchandise on cash from the Communications Office.

**Step 2:** Communications Office will fill the form, and have it signed by the requester before handing over the merchandise to the requestor.

**Step 3:** The Communications Office will submit all cash received from cash sales to the FCCU bank account and submit the hard copy deposit slip along with detail signed by HoD Communications Office to the Accounts Office after an official email with deposit slip has been sent to the Accounts Office and keep copies of the records (original merchandise forms and copies of deposit slips)

**Budgeted Sales:**

**Step 1:** The requesting department (academic and administrative) will fill and submit a signed (by HoD) form with signature and budget details signed by the Accounts Office to the Communications Office

**Step 2:** The Communications Office on receiving the form will give merchandise to the requesting department and take a good received confirmation from the requesting department on the requesting form

**Step 3:** The Communications Office will keep records of all sales (cash, budgeted, giveaways)

## **Campus Branding**

The Communications Office entertains requests for temporary campus branding for publicizing on-campus events as well as for information sharing. Requests for campus branding can be emailed to Aneel Ghosh ([aneelghosh@fccollege.edu.pk](mailto:aneelghosh@fccollege.edu.pk)).

**Step 1:** The requesting department will send a request for the flex/banner to the Communications Office.

**Step 2:** Communications Office will acknowledge the request and ask Purchase Office to assign a vendor.

**Step 3:** If the requesting department does not have the flex/banner designed, the Communications Office will get it designed by the assigned vendor. However, if the requesting department has the design ready, Communications Office will move to Step 9.

**Step 4:** The designed template will first be reviewed by the Communications Office itself and amendments made or a new template requested, if there is a need for that.

**Step 5:** Once the Communications Office is satisfied with the designed template, it will share it with the requesting department for its review.

**Step 6:** The requesting department will either approve the designed template or request amendments/changes in it or a completely new template.

**Step 7:** The Communications Office will get the requested changes/or get a new template made and share it with the requesting department.

**Step 8:** The requesting department will review the flex/banner. If further changes are required, Step 7 will be repeated. This step will be repeated until the requesting department is satisfied with the design and gives approval for printing.

**Step 9:** The Communications Office will raise the online PR for the projects that it will be charged for. For the projects that are paid for by the requesting department, the department will be responsible for raising the PR.

**Step 10:** The PR will be routed to the Head of the Communications Office for approval.

**Step 11:** The approved PR will be routed to the Rector for final approval before being routed to the Purchase Office.

**Step 12:** After the PO is issued by the Purchase Office, Communications Office will order the material.

**Step 13:** Communications Office will keep liaison with the vendor for progress on the order and timely delivery.

**Step 14:** The Communications Office will ensure that the product received is satisfactory and will sign off on the delivery challan.

**Step 15:** The Communications Office will mark the project as received and completed in the Purchase software against the PR raised for a particular project.

**Step 16:** The vendor will submit an invoice against the completed project in the Purchase Office which will be processed for payment.

### **Campus Signage**

The Communications Office facilitates departments in ordering signage for marking buildings as well as for commemorating special occasions, donations etc.

**Step 1:** The Communications Office will receive a request for signage from the department along with specifications.

**Step 2:** The Communications Office will ask Purchase Office to assign the pre-approved vendor for designing and production of the plaque/signage.

**Step 3:** After the vendor is assigned for the job, the Communications Office will coordinate with the vendor to have the signage designed.

**Step 4:** After the signage/plaque is designed it is sent to the requesting department for approval.

**Step 5:** The Purchase Office will then ask the vendor to share the quotation as per the requested specifications and verify the price.

**Step 6:** The Communications Office will raise the PR for the projects that it will be charged for. For the projects that are paid for by the requesting department, the department will be responsible for raising the PR.

**Step 7:** The PR will be routed to the Head of the Communications Office for approval.

**Step 8:** The approved PR will be routed to the Rector for final approval before being routed to the Purchase Office.

**Step 9:** The Communications Office will ask the Purchase Office to issue the PO to the vendor.

**Step 10:** The Communications Office will incorporate changes/corrections pointed out by the requesting department in the design as well as those it identifies during proofreading.

**Step 11:** The Communications Office will receive final approval from the requesting department.

**Step 12:** The Communications Office will place the order for production of the approved design.

**Step 13:** After the signage is prepared, the vendor will come to campus and install the plaque/signage.

**Step 14:** The Communications Office will ensure that the product received is satisfactory

**Step 15:** The Communications Office will keep a photographic record of the installed signage and send a confirmation of the completed project to the requesting department.

**Step 16:** The Communications Office will sign off on the delivery challan.

**Step 17:** The Communications Office will mark the project as received and completed in the Purchase software against the PR raised for a particular project.

**Step 18:** The vendor will submit an invoice against the completed project in the Purchase Office which will be processed for payment.