COMMUNICATIONS AND GRAPHIC DESIGN REQUEST SUBMISSION PROCESS

Effective August 1, 2025

STAKEHOLDERS

The stakeholders regarding this process are the ICSP communication staff and the office business manager role of Immaculate Conception Church & St. Patrick Church ("ICSP").

OVERVIEW

The details of this process are defined to help expedite communication and graphic design requests from ICSP staff, St. Mary School staff, ministry leaders, volunteers, and external vendors efficiently to streamline the requests.

PURPOSE

Without a formal process in place, submissions were sporadic, missing information, and usually involved a lot of extra "chasing down" of information. With this process in place, a single submission process will be designed to make sure to maximize efficiency by collecting all possible information up front in an easy-to-use format for all parties involved.

SCOPE

Any communication or graphic design project that is published with any of the mediums available to the ICSP Communities and St. Mary School (bulletin, website, newsletter, etc.) must follow the process of submission detailed within this process document. Once implemented and circulated (effective date specified in the head of this document), the process described in this document must be followed for any graphic or text communication requests moving forward. Any requests not submitted through this process are subject to rejection until the process is followed.

PREREQUISITES

The following data must be submitted prior to consideration of the project creation and circulation. Missing data may delay the process or be the cause for rejection of the project.

Project / Event Stakeholders

- Who is making the request?
  - Project / Event Owner's Contact Information
  - Project / Event Group/Department/Committee of Origin

Project / Event Details

- Define Project Sizes & Mediums for this project
- Submit any High-Resolution photos (and their releases) to be used
- When does the project / event take place?
- Does the project / event require registration
- When are the Medium Submission Deadlines
- Submitting content can be done via the web form upload or text box
- Content submitted is subject to change based on space available, design elements, or ICSP communications staff approval

RESPONSIBILITIES

Once the request has been submitted, it will be vetted by the ICSP communication staff for completeness. Once this has been satisfied, the project will be added to the communications development schedule and an approximate timeline can be offered if necessary.

Upon the initial draft has been completed and communicated to the project owner by ICSP communication staff, it is the responsibility for any edits/changes/updates in a timely manner (typically within 3 days). This back-and-forth conversation of edits/changes/updates is considered a "round". Most projects will only be allowed for a single round of modifications, which is subject to the workload and availability of the ICSP communication staff.

RISKS

Should the submission have missing information that is required to complete the project in a timely manner, the submission will be rejected and sent back for update to the project owner.

Should the project owner not respond to the ICSP communication staff in a timely manner (typically within 3 days) for any modifications, the project could be shelved until there is availability in the communications schedule for delivery.

DEFINITIONS

Project Sizes & Mediums

- Bulletin: Digital file based on size available
- Website: Digital file designed with 16:9 aspect ratio (e.g. 1920 pixels x 1080 pixels)
- Social Media: Digital file designed typically 4:3 aspect ratio (e.g. 1024 pixels x 768 pixels)
- Slides: PowerPoint file designed with 16:9 aspect ratio (e.g. 1920 pixels x 1080 pixels)
- Newsletter: Digital file designed to size available (half or full page determined by space)
- Flyer: Digital or print 8.5"x11"

- Poster: Printed on 11"x17" paper
- Email Blast: Typically, a short 1-3 paragraph message that is clear and concise
- Pulpit Announcement: Typically, a short message lasting no more than 1-3 minutes
- Other: Any design size request that does not fit any of the above definitions

Medium Submission Deadlines

- Bulletin: 1 Month Minimum Before Start of Distribution/Promotion
- Website: 1 Month Minimum Before Start of Distribution/Promotion
- Social Media: 1 Month Minimum Before Start of Distribution/Promotion
- Slides (TV):   1 Month Minimum Before Start of Distribution/Promotion
- Newsletter: 1 Month Minimum Before Start of Distribution/Promotion
- Flyer/Poster: 1 Month Minimum Before Start of Distribution/Promotion
- Email Blast: 1 Month Minimum Before Start of Distribution/Promotion
- Pulpit Announcement: Tuesday @ Noon the week the announcement will be made
- Other: 1 Month Minimum Before Start of Distribution/Promotion

Note: Requests submitted less than the above deadlines have the possibility of them being rejected due to workload and deadlines outside our control. Exceptions are possible, but no guarantee can be made.

Typical Medium Run Times

- Bulletin: 2 consecutive weeks
- Website: 4 Weeks with Registration, 2 Weeks without Registration
- Social Media: 1 post unless Registration is required, then add "Last Call" post
- Slides (TV):   1 post unless Registration is required, then add "Last Call" post
- Newsletter: Determined by space available, 1 minimum
- Flyer/Poster: 4 Weeks with Registration, 2 Weeks without Registration
- Email Blast: 1 per event/project
- Pulpit Announcement: 2 with Registration, 1 without Registration

Note: Availability is determined by space available as well as priority set by the communications team to maintain proper messaging distribution to deter the possibility of information overload to the churches.

High Resolution

For a photo to be considered High Resolution, the photo must have a large number of pixels per inch (PPI), resulting in a high-quality image with lots of detail. This is a photo taken with any camera / phone created in the last five to ten years and is at least 1.5 to 5 megabytes in size. Do not crop photos being submitted; request area of photo to be cropped when submitting the original photo file.

PROCEDURE