## Overview

The SES MarComm team is committed to delivering high-quality and responsive communications, marketing and web-based resources that will assist all SES units in supporting students and elevating the UCalgary student experience.

To achieve this goal, our work is guided by shared strategic priorities. This project brief will help us align broader strategy with the specific deliverables required for your project. All projects accepted by the SES MarComm team must include a project brief prior to work commencing.

Once you have completed the fields below, please send the completed brief to the appropriate SES MarComms Advisor for evaluation.

|  |  |  |
| --- | --- | --- |
| **Project name** |  | |
| **Requesting SES Unit** |  | |
| **Submitted by** |  | |
| **Submitted to**  **(Select one)** |  | **Yana Matusovski (ymatusov@ucalgary.ca)**  Student Wellness and Accessibility Services |
|  | **Zahra Syeda (zahra.syeda@ucalgary.ca)**  Student Services |
|  | **Laura Wan (laura.wan1@ucalgary.ca)**  Office of the Vice-Provost (Student Experience), Awards, Surveys, and requests related to institutional initiatives |
| **Date of request** |  | |

### Project Goals/Objectives

What specifically do you want to achieve with this project and why? E.g. Are you looking to create brand awareness, promote engagement in events/services, improve or influence attitudes/behaviours, etc. You can also provide examples of previous work or similar projects that you’d like to model.

### Project Audience

Who are the various audiences that you are seeking to inform, engage, or influence with this project? (the greater the level of audience detail, the greater our ability to fine-tune recommended tactics)

### Project Details

What unit/department/institutional strategic objective(s) is this project supporting?

What are the specific goals of this project?

What deliverables are you requesting? E.g. Print or digital materials (list what types); copywriting for articles, social, or web; marketing or communications plans or project management, etc.

What resources are required from your team and our team to complete this project?

### Timeline

What is the timeline for project completion? Please provide a list of important dates, deadlines, vacations, etc. that will impact this project.

|  |  |
| --- | --- |
| Dates | Milestones |
|  |  |