CAS Communication Services

We provide creative solutions to help you connect with your audience and successfully promote your department, center, initiative, program or event.

We are a team of professionals with decades of diverse experiences in communications, marketing and design. We are dedicated to promoting the OU College of Arts and Sciences and telling the individual stories within our departments, centers and institutes.

From web services and training, publications and promotional items to strategic planning and media relations, CAS Communications provides support for all in the college.

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Strategic Communication Planning

We create plans to effectively reach your audiences through planned messaging and strategic activities.

- Recruit top students
- Engage alumni
- Increase news coverage of student and faculty activities and accomplishments
- Raise your profile
- Create buzz for events
- Provide basic program information
- Freshen and update existing information.

The first step is to help you assess and define your internal and external communications needs, audience demographics, goals and expectations. Next, we can collaborate to create the most effective and appropriate methods and venues for engaging your intended audience(s) to maximize positive results.

Estimated Timelines
To discuss strategic communication planning to meet your goals, contact a member of the CAS Communication team to arrange a meeting where a project timeline will be established.

Event Promotion and Media Relations

Want to promote an event or craft a media release? We’re here to help. We can work with you to identify the best vehicles to get your message out — on campus, in Norman and beyond.

Estimated Timelines
One week for the design of an event flier, adhering to OU Publications Policy. One to two weeks for writing a media release depending on amount of information given. All releases are written in Associated Press style and reviewed by OU Public Affairs.

Do you have a story idea? Our staff can help get the word out about research, books, awards, high-impact teaching practices, etc. Just give us a call!
Printed Materials

**Collateral Materials**

Competition for the best and brightest students, donor dollars and research funding is at an all-time high. We can help you create collateral materials to showcase the strength of your program or area.

**Newsletters**

Newsletters are a great way to build relationships and encourage conversation with alumni and friends. We will provide editing, and design services, in print, via web, or html e-newsletters.

**Estimated Timeline**

Two to three weeks for design of newsletter template, with materials provided by you. One week for newsletter editing/proofing by CAS Communication Staff and one week for University Public Affairs editing/proofing.

Logos, Promos and Advertising

We can help develop the artwork needed to meet both university and college brand standards, and product specifications. If you need to identify advertising or create artwork for an advertisement, we can also provide design support.

**Requirements:**

- You contact vendor and determine item size and/or artwork specifications AND coordinating production.
- Provide CAS Communications with copy and images (for advertising)
- Facilitation of social media paid advertising
- Final artwork for logo or promotional pieces must be approved by the OU Trademark Committee, which includes OU Public Affairs and OU Licensing.

**Estimated Timelines**

Timelines are variable and logos are based on status of approval by the OU Trademark Committee.

Web Services

**To request a site:**

Websites are an integral communications and marketing tool and the public face of your area. The University has developed web standards, which are available for review at: http://www.ou.edu/content/brand/web.html

Through OU's content management system, your area will be empowered to manage your own content. We can support your group through content review and training through site theming, framing and launch.

For areas looking to launch a site, please contact a member of the CAS Communication staff who will connect you with the OU Webcomm office to begin your project.

**Support and Training**

Web support, in the form of training, helps you understand how websites work, how to update and edit sites using OU's CMS and how to best manage the information you provide on your website. We will help you to organize and analyze your content so that it is presented accessibly and in a manner most usable to your viewers.

We also provide:

- News Release Templates
- PowerPoint Templates
- OU and CAS Logos
- Photos of Campus
- Digital Sign Advertising on Campus
- University and CAS Brand Guidelines
- Photo/Video Release Forms
- Social Media Planning, Training and Best Practices