



REQUEST FORM

FILLABLE FORM for use with [ADOBE READER](#)

Requests must be received **at least four weeks in advance** of activity or registration deadline to allow for digital media scheduling, copy writing, creative development, etc. Complete a separate PROMOTE form for each occurrence or Webcalendar/Event entry. Submit **completed** form to: promote@schoolcraft.edu.

1. If you are requesting promotion of an event, contact your department Content Steward to add information to Webcalendar/Event on the website.
2. Complete this PROMOTE Request Form.
3. Click "Email to PROMOTE@SCHOOLCRAFT.EDU" at end of form. (This will launch the email program; do **NOT** send yet.)
4. **Change** "Subject" line of email to name of event or activity.
5. Attach any supporting files (e.g., pictures, PDFs, brochures, registration forms, presenter biographies, etc.)
6. Submit using email "send" function.

Contact Information – Internal (REQUIRED) For use by the PROMOTE team, **not** public contact information.

REQUESTED BY	DATE SUBMITTED
DEPARTMENT	
PHONE NUMBER	EMAIL ADDRESS
STUDENT CONTACT (IF CLUB OR ACTIVITY):	
STUDENT EMAIL AND/OR PHONE:	

Note: Step 1 above **must** be completed before promotion is requested for any Webcalendar/Event. Copy and paste the URL (web address) provided by your Content Steward. This URL will be used as the online "landing page" to which online promotion will be directed.

EVENT WEB ADDRESS (SITEFINITY WEBCALENDAR/EVENT ENTERED BY DEPARTMENT CONTENT STEWARD)

*In lieu of completing the section below left, the Webcalendar/Event content **may** be copied and pasted from the **published** Webcalendar/Event item into the shaded box (below right). Be sure your entry provides **ALL** the information that would otherwise fill the blanks below left.*

PROVIDE A **COMPLETE** DESCRIPTION OR ATTACH ADDITIONAL DOCUMENTS IN THE SPACE AT RIGHT.

NAME OF EVENT, ACTIVITY, PROGRAM, SERVICE, ETC.

EVENT LOCATION

DAY/DATE/START AND END TIME

WHAT IS THE COST? IS REGISTRATION REQUIRED?

DEADLINE FOR REGISTRATION, RSVP, TICKET PURCHASE, ADVANCE DISCOUNT, ETC.

WHO IS INTENDED AUDIENCE? IS PUBLIC INVITED?

WHAT IS THE GOAL/PURPOSE OF THE EVENT? HOW WILL YOUR AUDIENCE BENEFIT?

PRESENTERS, GUEST SPEAKERS, STUDENT ORGANIZERS, OR OTHER TALENT INVOLVED (IF ANY)?

PROVIDE NAMES(S), TITLE(S), ORGANIZATION(S) AND BRIEF BIOGRAPHIES OF FEATURED GUESTS.

CALL TO ACTION. HOW CAN INTENDED AUDIENCE ATTEND/BECOME INVOLVED/PARTICIPATE?

WHAT IS THE NEXT STEP?

Contact Information – Public (REQUIRED)

INDIVIDUAL TO WHOM THE PUBLIC SHOULD DIRECT QUESTIONS

DEPARTMENT EMAIL

PHONE NUMBER

PROVIDE A **COMPLETE** DESCRIPTION OR ATTACH ADDITIONAL DOCUMENTS IN THE SPACE AT RIGHT.

Communication vehicle(s)

Select all that apply. Every effort will be made to honor the request in a timely manner; however, not all vehicles may be appropriate for communicating with intended audience. The PROMOTE team will work to support your promotion effort in the most effective and efficient manner possible.

NOTE:

If **printed** promotional materials are needed, contact the **Duplication Design Center** directly: 734-462-5314 or ddc@schoolcraft.edu

- | | | |
|------------------------------------|---|--|
| <input type="radio"/> Website | <input type="radio"/> Media News Tips / Web News Feed | <input type="radio"/> Closed Circuit TV (CCTV—Campus only) |
| <input type="radio"/> Social Media | <input type="radio"/> Marquee | <input type="radio"/> Channel 13 Bright House Cable System |

Eight Dimensions of Wellness (according to U.S. Department of Health and Human Services)

Select all that apply to Schoolcraft College students who may be attending or participating in this event. This information will be shared with Director of Student Activities and the *Schoolcraft Connection* to: 1) publicize event, 2) engage all students with purpose while encouraging personal growth, and 3) will be included on the Student Activities Office application for the Michigan Engaged Campus of the Year award.

- | | | | |
|---|--|---|--|
| <input type="radio"/> Emotional
Coping effectively with life and creating satisfying relationships. | <input type="radio"/> Environmental
Good health by occupying pleasant, stimulating environments that support well-being. | <input type="radio"/> Financial
Satisfaction with current and future financial situations. | <input type="radio"/> Intellectual
Recognizing creative abilities and finding ways to expand knowledge and skills. |
| <input type="radio"/> Occupational
Personal; satisfaction and enrichment from one's work. | <input type="radio"/> Physical
Recognizing the need for physical activity, healthy foods and sleep. | <input type="radio"/> Social
Developing a sense of connection, belonging and a well-developed support system. | <input type="radio"/> Spiritual
Expanding our sense of purpose and meaning in life. |

Use the area below to provide any additional descriptive information.

REMEMBER

- ▶ **Change** the subject line of the email to reflect the name of event or activity.
- ▶ **Attach** any supporting files (e.g., pictures, PDFs, brochures, registration forms, presenter biographies, etc.)
- ▶ **Notify** promote@schoolcraft.edu **ASAP** if an event is sold out, canceled, rescheduled, or has changed location or time.
- ▶ **Notify** the appropriate **Content Steward** who must make changes directly on respective Webcalendar/Event page.
- ▶ **Direct** questions to the PROMOTE team at 734-462-4417 | promote@schoolcraft.edu

EMAIL TO
PROMOTE@SCHOOLCRAFT.EDU

PRINT