

Office of the President

How to Work with Adler

Dear Colleagues,

As you know, Manhattanville College has engaged Adler Branding and Marketing to enhance our marketplace visibility and strengthen our core messaging. In this capacity, Adler will design and produce all internal- and external-facing print and digital marketing materials, as well as be responsible for public relations, media outreach, social media, and web content updates.

Our goal in partnering with Adler is to improve the **efficiency, timeliness, and effectiveness** of our marketing and communications efforts.

Adler's services should be utilized for all departmental marketing communications. For print and digital communications, departments are responsible for providing project content. For all public relations, media outreach, and social media updates, Adler will help determine the appropriate news outlet for announcements or events and will write or edit copy as well as manage the process of preparing relevant material. They will help cultivate positive news exposure for Manhattanville and seek out comment and coverage opportunities as appropriate for faculty, administration, and staff.

We will continue to work with Carnegie for placing ads and media buying, but Adler is responsible for providing them with creative content. Adler will not generate mailing lists or process applications. Please note that videography, photography, and video editing for new marketing collateral are outside costs that are billed to your department.

Working With Adler

We ask that each department/school appoint one individual to serve as the Adler point person. This individual will initiate projects, provide calendar and budget information, request web content updates, and be responsible for gathering and correlating edits and feedback from all project stakeholders.

Please share your events and calendars with Adler and plan ahead for projects that will have multiple promotional needs.

Website updates:

Each department point person is responsible for identifying areas of their website pages that need updating, and sending the new content to Adler. Use the [website update form](#) available on the [Office of Communications page](#) and email your request to communications@stanadler.com.

New Projects:

To begin a project, complete the [project request form](#) found on the [Office of Communications page](#) and email your request to communications@stanadler.com.

For new marketing collateral — Attach the project request form as well as a Microsoft Word document with project content. The content should be proofed for spelling and grammar prior to sending to Adler. Also attach examples of previous projects for reference if appropriate. Please note that if your project requires new written copy, Adler will provide you with an estimate for the

additional time. Adler Account Director Anne Sanderson will contact you to confirm receipt of your request and to discuss the scope of the project in detail.

Edits — Your written content should be as close to final as possible prior to submitting a project to Adler. Edits to layout or design should be compiled and relayed to Adler in a single Word document and/or marked-up PDF.

Printing — Adler will prepare your projects for printing and send the files to the copy shop. Some printing jobs may be too complex for the campus copy shop and will be sent to an outside trade printer. Please share your budget with Anne at the onset of the project. All outside printing costs will be billed to your department.

To secure a photographer or videographer for an event:

Please provide Anne with your budget and allow two weeks for Adler to facilitate this request. Please keep in mind that photography and videography will be billed to your department.

Public relations, social media updates, and media outreach opportunity requests:

Please complete a [public relations request form](#) found on the [Office of Communications page](#) and email your request to communications@stanadler.com. Adler's Public Relations Director, Heidi Raker, will contact you to discuss your needs.

To submit an event or announcement on our weekly e-blast, This Week @Mville:

Please complete the [e-blast submission form](#) found on the [Office of Communications page](#) and email your request, along with a jpeg (if appropriate), to communications@stanadler.com. A representative from Adler will contact you to confirm receipt.

Thank you for your cooperation in this process. We're looking forward to working with Adler to bring our marketing communications to a competitive level.

If you have any questions regarding this new process, please contact Anne Sanderson at communications@stanadler.com.

Best,

Michael E. Geisler, Ph.D.

President, Manhattanville College