ASSOCIATED STUDENTS, INC.
CAL STATE SAN MARCOS

ASI Media and Communications Team
LEVELS GUIDELINES

PURPOSE

These guidelines provide clarity for the services the ASI Media and Communications Team (MCT) can provide for ASI programs, services, and initiatives. ASI staff and students created these guidelines in an effort to manage the MCT team workload, clarify timelines and deliverables, and deliver successful marketing campaigns.

CLASSIFICATIONS

The 4 Levels (0-3) provide the ASI team with a timeline as well as a maximum number of deliverables that MCT can provide. The number of deliverables may be removed but not added without consultation from the ASI Media and Communications Coordinator and the requestor's supervisor. Below is a description of the types of programs, events, and services that might fall into each level. Please see the ASI Forms page on the ASI website for additional visual representation of the levels and related resources.

Level 0 Social media marketing is not necessary. Marketing efforts for these events and initiatives are the responsibility of the requestor. MCT does not provide deliverables.

Level 1 Requires some level of social media presence but likely has a tight turnaround time due to the nature of the event, program, or initiative. This may include campus announcements, advocacy efforts, pop-ups, etc. These events are not paid working events to volunteer for ASI student staff unless they are the assigned student staffing lead or team member.
Ex: Tabling, Coffee Carts, Human Fruit Machine, committee meetings.

Level 2 Mid-size events and recurring programs and initiatives. Can be used where ASI is working with campus partners and is not the main coordinator. Utilizes CANVA template/ MCT Template Flyer and MCT photo/video coverage. These events are not paid working events to volunteer at ASI student staff unless requested by event lead professional staff supervisor or unless they are the assigned student staffing lead or team member.
Ex: Anime Expo, TLAN, Skate Night.

Level 3 This level is used for elevated, highly visible events and campaigns. The ASI Associate Executive Director, requestor's supervisor and ASI MCT Coordinator are involved in the marketing to coach and advise alongside the student requestor and MCT students assigned to the projects. These events are paid working events for ASI student staff to volunteer for volunteers shift and/or assigned student staffing
Ex: Festival 78, ASI Elections, Giving Day, ASI Hiring, grand openings.

TIMELINE

Below are the Requestor's submission deadlines by levels. The timeline is reflective of request to receipt of deliverables.

- Level 1: 2 Week prior to Requestor needing deliverables for their event, service, initiative.
- Level 2: 6 Weeks prior to Requestor needing deliverables for their event, service, initiative
- Level 3: 10+ Weeks prior to Requestor needing deliverables for their event, service, initiative

NOTE: Marketing for most programs and events should be done at LEAST one week in advance.

LEVELS GRID

The Levels Grid allows ASI to determine the amount of deliverables MCT can/will produce for each ASI event, service, and initiative.

LEVELS PROCESS

The process between the Requestor and MCT can vary depending on the MCT Level that is assigned. Levels 1-3 require a Levels Form submission.

Level 0

This deliverable is the responsibility of the requestor/programmer. No formal process is utilized by MCT.

Level 1:

Step 1:	Student (Requestor) & Pro-staff Supervisor consult to determine level of event based off guidelines mentioned above.
Step 2:	Requestor fills out MCT Levels Qualtrics form. Receipt of form summary is automatically sent to respective entity MCT Multi-Media Specialist, MCT Coordinator, Requestor & Requestor's Supervisor, and asidesign@csusm.edu email.
Step 3:	Within 24 business hours of receipt: MCT Coordinator creates Basecamp project and adds all individuals who received MCT Levels Qualtrics form receipt. • Pastes MCT Levels Qualtrics form in Basecamp Project Message Board under Levels Form Submission. • Assigns MCT Multi-Media Specialist as needed by tagging them.
Step 4:	Within 48 business hours, MCT Multi-Media Specialist adds post(s) to project To Dos

Level 2:

Step 1:	Student (Requestor) & Pro-staff Supervisor consult to determine level of event based off guidelines mentioned above.

Step 2:	Requestor fills out MCT Levels Qualtrics form. • Receipt of form summary is automatically sent to respective entity MCT Coordinator, Requestor & Requestor's Supervisor, and asidesign@csusm.edu email.
Step 3:	Within 48 business hours of receipt: MCT Coordinator creates Basecamp project and adds all individuals who received MCT Levels Qualtrics form receipt. MCT Graduate Assistant: • Pastes MCT Levels Qualtrics form in Basecamp Project Message Board under Levels Form Submission. • Assigns MCT Social Media Specialist as needed by tagging them.
Step 4:	Within 72 business hours, MCT Social Media Specialist adds post(s), flyer template, to project To Dos and to ASI Social Media Manager To Dos.

Levels 3:

Step 1:	Student (Requestor) & Pro-staff Supervisor consult to determine level of event based off guidelines mentioned above.
Step 2:	Requestor fills out MCT Levels Qualtrics form. • Receipt of form summary is automatically sent to Requestor & Requestor's Supervisor, and asidesign@csusm.edu email.
Step 3:	Within 72 business hours of receipt: MCT Coordinator creates Basecamp project and adds all individuals who received MCT Levels Qualtrics form receipt. MCT Coordinator: • Pastes MCT Levels Qualtrics form in Basecamp Project Message Board under Levels Form Submission. • Assigns MCT Graphic Designer/Social media manager/Videographer/Photographer as needed by tagging them.
Step 4:	Within 72 business hours of assignment: • MCT students assigned will: ○ Review requestor's availability from MCT Levels Qualtrics form ○ If Requestor requested to meet with MCT member, MCT member will review requestors availability and coordinate a time to meet. ○ Once common time is identified, MCT Social Media Specialist and requestor will meet to go over project. ○ For level 3 events walk Requestor through MCT Intake Form in basecamp project and take notes under Basecamp Message board Intake Form.

	Note: • The assigned team should aim to meet all at the same time for time efficiency • If needed MCT member can set up a zoom meeting with requestor to go over details. • Zoom meetings are strongly suggested. If all parties are not available to meet at the same time, meeting should be recorded to the Cloud by MCT Social Media Specialist. • Once meeting is complete, MCT Social Media Specialist adds Zoom recording link to comments under Basecamp Project Message Board under Levels Form Submission.

Step 5:	Within 24 business hours of meeting:
	MCT Social Media Specialist comments in Basecamp Message Board Consult Meeting + Notes to:
	• Confirm level or request level is adjusted
	  ○ Upon the initial consults, total number of deliverables may be removed but **not** added without consultation from ASI Media and Communications Coordinator and requestor's supervisor.
	  ○ Outline additional ASI MCT forms needed to be completed by the Requestor
	  (ex: social media form, videographer, photographer, etc.). MCT Coordinator will create a To-do for each ASI MCT Form (photo/video/social/graphic/web) required and assign to requestor with a due date within 48 business hours from meeting.

Step 6:	Requestor Completes ASI MCT Forms (photo/video/social/graphic/web)
Step 7:	Media and Communications Coordinator creates a separate To-do list in Basecamp project for each form submitted then transfers ASI MCT Forms for to respective To Do's under "Request + Information" and assigns To Do's accordingly.