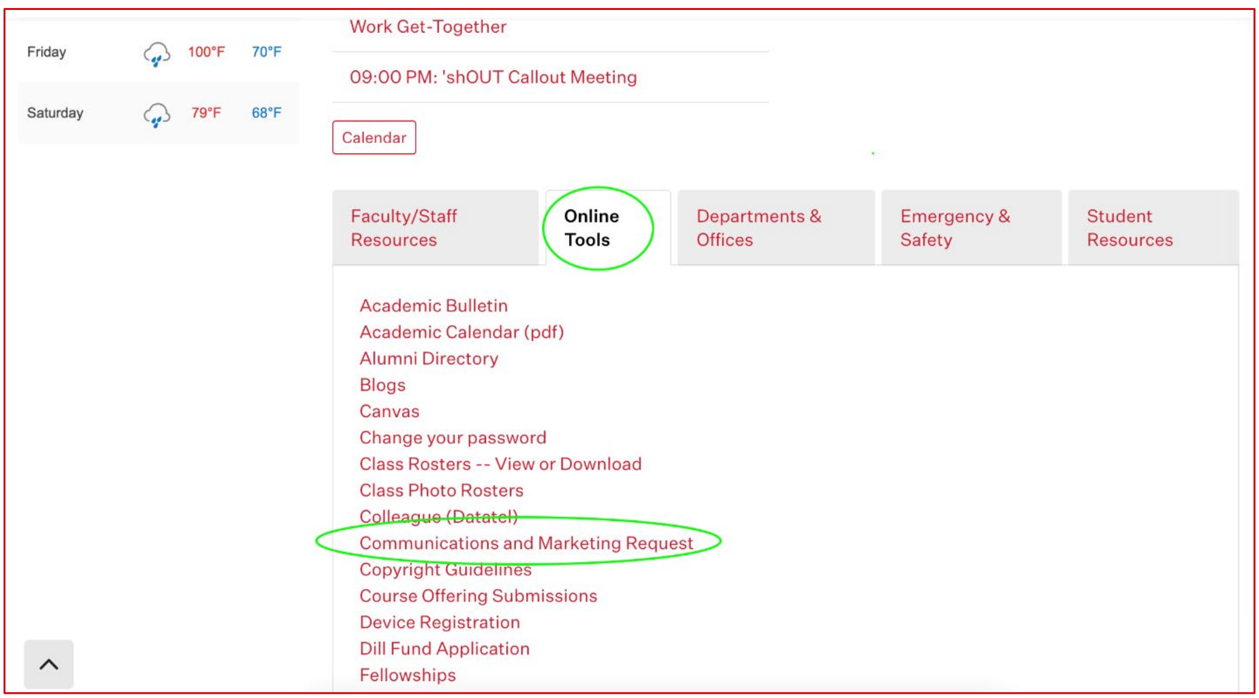
Communications Requests at Wabash

The Communications and Marketing Staff uses Adobe Workfront to manage our project, requests, and workflow. Workfront handles our request queue and allows efficient communication and documentation for projects.

If you have any questions, contact Project Manager Stephanie Cain at cains@wabash.edu or 765.362.6396. She's happy to answer any questions. You can also email her to book one-on-one appointments to work through the process of submitting a request.

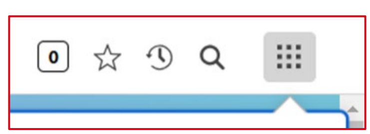
Log in to Workfront

Log in at https://wabash.my.workfront.com/. Your username and password are the same as your Wabash credentials. If you have trouble logging in, contact Stephanie Cain. You can also navigate to Workfront from the MyBash page using the Online Tools tab. Select "Communications and Marketing Request."

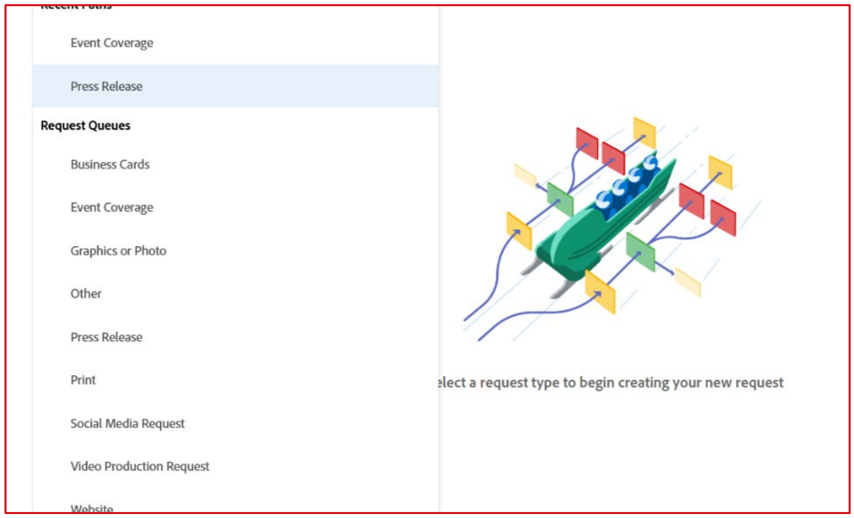


Navigate to the Requests Page

Click the 9-square menu icon in the top right of the screen. Select "Requests." You can also navigate directly to https://wabash.my.workfront.com/requests. From here you can view any requests you have already submitted, as well as to submit a new request.



Submit a Request



Types of Requests

- Business Cards
- Event Coverage
- Graphics or Photo
- Press Release
- Print Project
- Social Media
- Video production
- Website
- Other

Navigate to https://wabash.my.workfront.com/requests. You will be prompted to choose the request type that best matches your needs.

Requests should be made with as much lead time as possible.

- Print projects require **six weeks** from request date to delivery.
- Request event coverage at least **one month** in advance.

If you have information in Microsoft or Google documents or PDF format, you will be able to upload those documents for reference. This includes any text, promotional copy, mockups, print die-lines, or other documents.

The more information you can provide in support of a request and what the finished product should look like, the better. For instance, if you are requesting an update of a previous brochure, please upload the brochure to be updated as a document in the request.

However, if you know you will have a large project request, it is better to submit the request earlier with incomplete information and indicate that more information will follow. This allows us to reserve time for the project in our workflow.

Project Acceptance

The project manager reviews requests as they come in. Projects will be assigned as staff availability allows. The Communications and Marketing Department reserves the right to reject requests that do not align with the College’s mission, demand more staff time than is available, or otherwise cannot be completed.

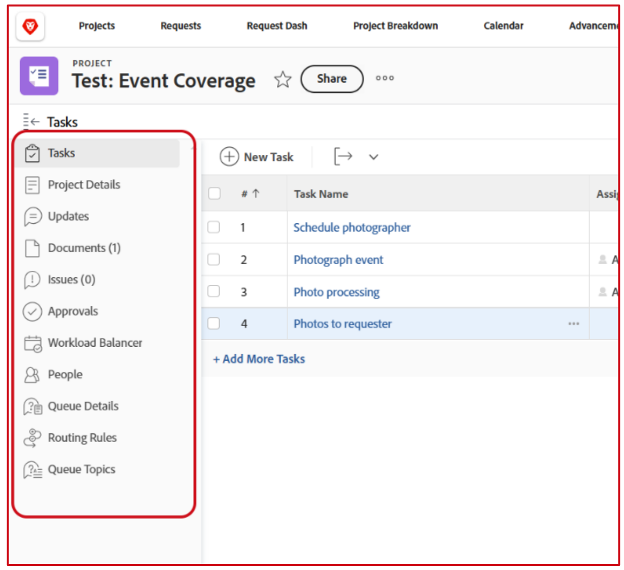
When work is begun, you will receive an email notifying you that your project is “Current.” If you request cannot be accommodated, or if more information is needed, the project manager will email you personally.

Project Scheduling

The Communications and Marketing Department coordinates projects from all departments of the College as well as producing news releases, social media content, video content, and the Wabash Magazine. We do our best to allocate resources as efficiently as possible in a way that is fair to all departments.

Edit/Update a Request

Navigate to https://wabash.my.workfront.com/requests/submitted for a list of requests you have submitted. You can edit your request here. You'll be able to see if it has been converted into a project.



If it has been converted into a project, you should have access to that project. Click the name of the project to open it.

You can enter a project update in the Updates section. Tag other users by typing "@" followed by the person's name, which will open a selection dropdown. After typing the update, click the Update button at the bottom, and an email will be sent to the person you tagged.

Navigate between sections using the selections in the left-hand menu.

Track a Request

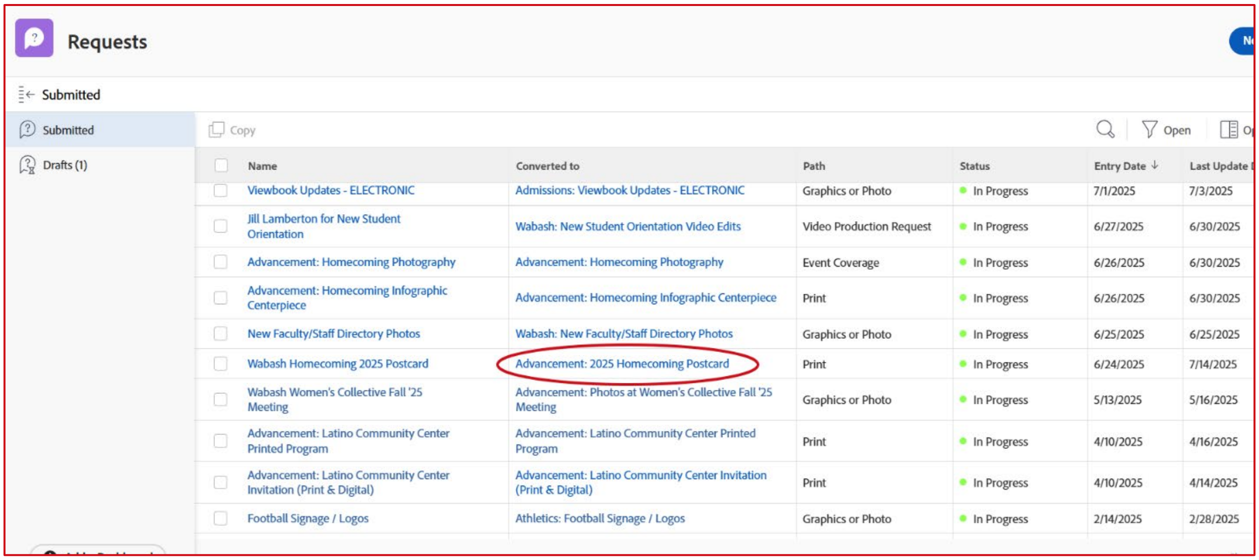
Navigate to https://wabash.my.workfront.com/requests/submitted to view updates and the request status. If the request has been converted to a project, you can click the project to view the planned completion date and who it is assigned to.

If a request has been converted to a project, all communication going forward should be done in the project's Update section, rather than in the request.

Adding Documents

If you do not provide copy and/or visual assets at the time of your request, the project manager will send you a request to provide that. Navigate to https://wabash.my.workfront.com/requests/submitted for a list of requests you have submitted. Open the request you have assets for and navigate to the Documents section. You will be able to submit files from Microsoft, PDFs, Google Docs, Google Sheets, Google Slides, Box, Dropbox, Google Drive, or OneDrive. You can also paste from the clipboard.

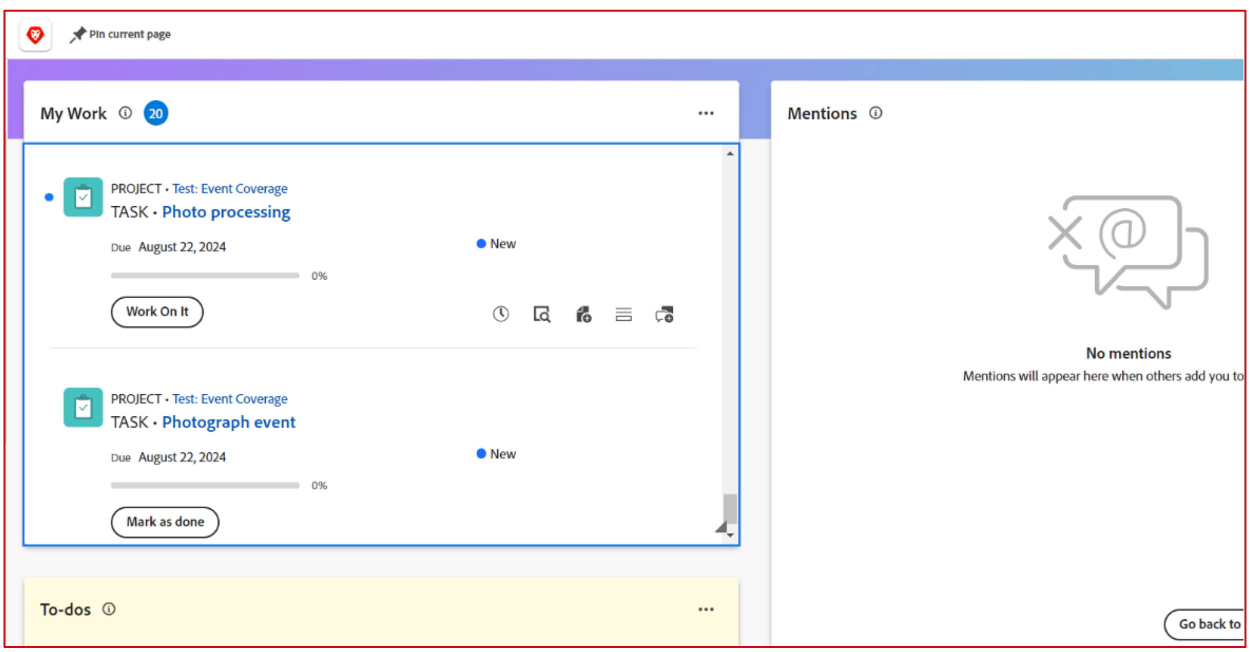
Once your request has been converted to a project, you must upload the document to the project rather than the request. To do this, navigate to the requests screen and look to see what the request has been converted to. Click on that, then navigate to the documents.



Completing Tasks

If you are assigned tasks, such as providing assets or proofing a copy, you must mark that task complete when you are done.

Navigate to https://wabash.my.workfront.com/home/workspaces. To work on a task, click "Work on it." When you have completed the task, click "Mark as done."

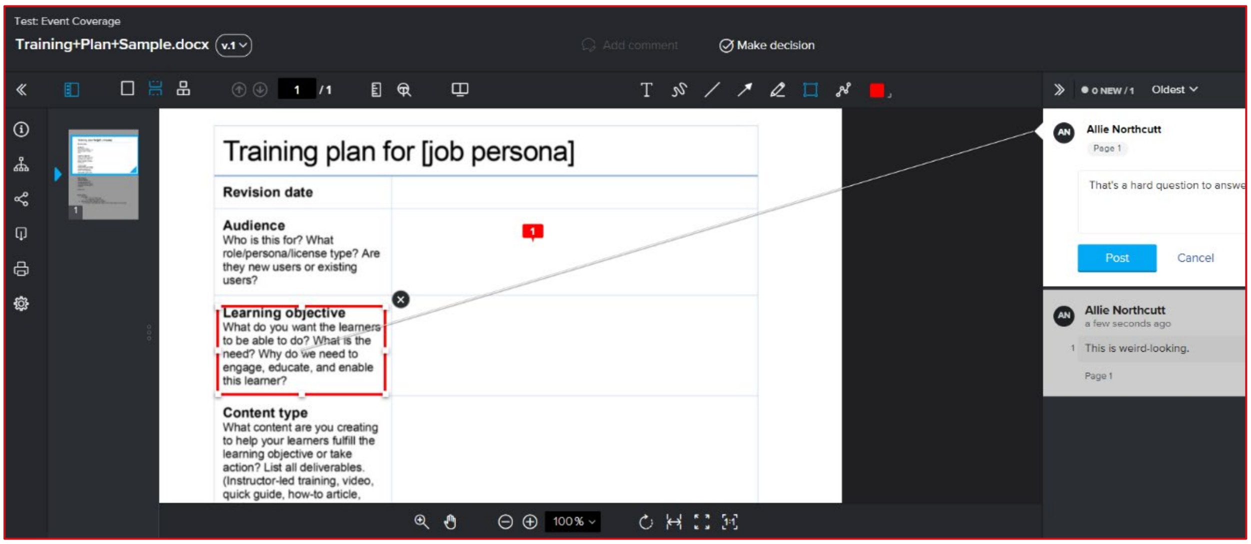


Reviewing and Approving Projects

When a project is ready for your review, you will receive a notification in your Workfront that a proof is ready for viewing. If you click on that notification, it will take you to the proof. On that screen, you can add comments, mark revisions, and ask questions. You can also make a decision in this screen. We will not move forward with revisions until a decision has been made by all required approvers on the proof.

Adding a comment

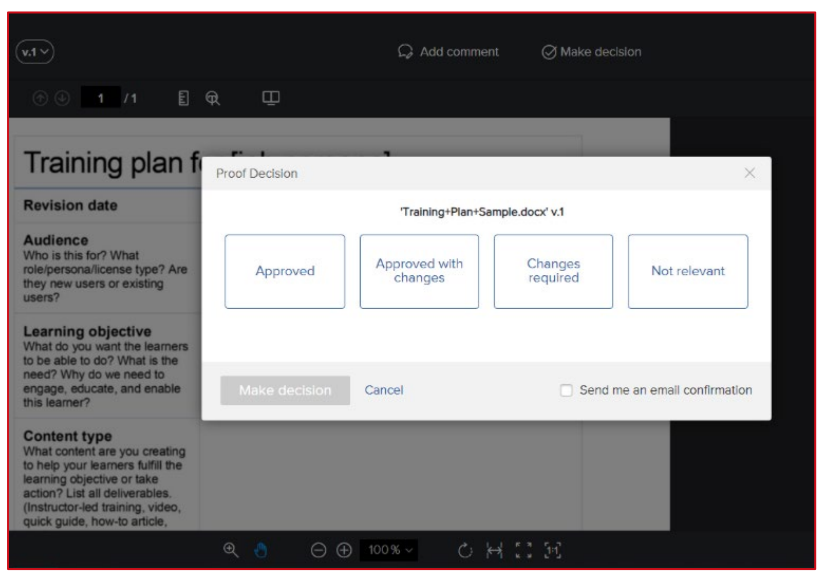
Comments can either be general or about specific portions of the proof. To select a portion of the proof to comment on, click and drag your mouse over the area you want to comment on. This will open a comment window. When you're finished typing your comment, click "Post."



Making a decision

You have four options when making a proof decision. You can approve it, approve it with changes, reject it by clicking "Changes Required," or mark it "Not relevant" if you are not the person who should be making the decision. If you select "Approved with changes," you should have noted the necessary changes in the comments on the proof.

You also have the option to tick the box that says, "Send me an email confirmation," if you want confirmation that your decision is made.



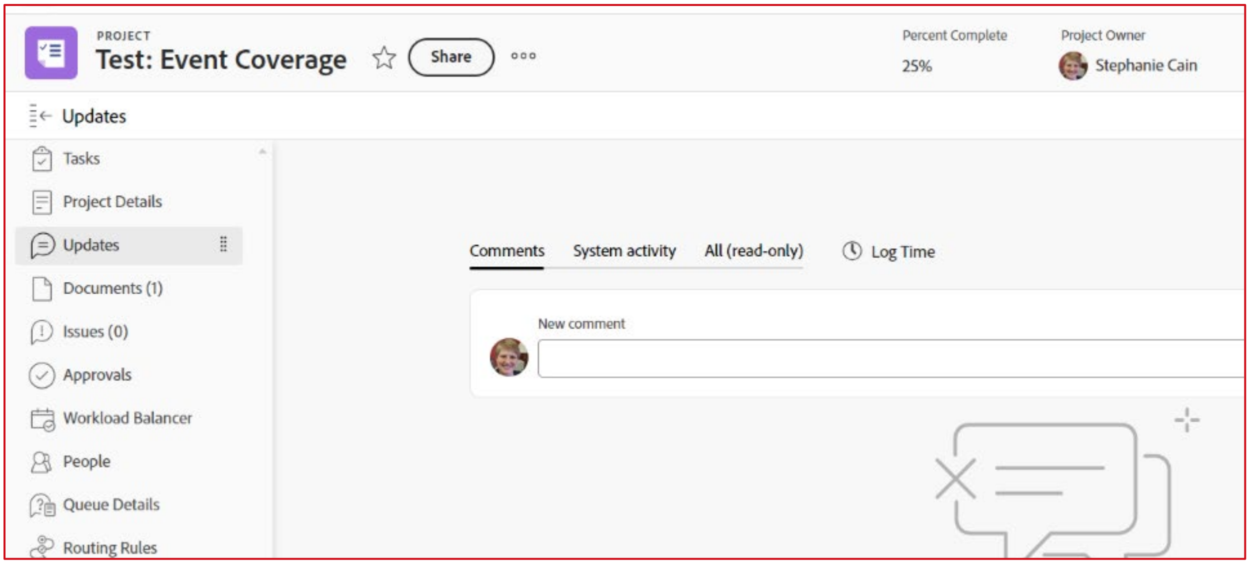
Whether you tick the email notification box or not, the creator of the proof will receive an email notifying them of your decision.

Please note: A project cannot move forward until you have made a decision.

Communicating Inside Workfront

Communications about projects should be done, as much as possible, **within Workfront**, rather than through email. To do this, open the project you want to discuss and navigate to the Updates section on the left-hand side of the screen.

Type your comment in the "New comment" box. You can tag other users by typing "@" followed by the person's name, which will open a selection dropdown. Select their name from the screen. After typing the update, click the Update button at the bottom, and an email will be sent to the person you tagged.



If someone tags you in a comment, you will receive an email. **You can reply to that email with your update and it will be posted in a comment to the project.** This is an easy way to document all conversations within Workfront without having to navigate to the project page.

Alternately, you can navigate to the project page, click the Updates section, and enter a reply. If you need to tag a particular person in your update, you will have to use this method.

If your reply requires you to provide an image or document, you cannot reply via email. You will have to open Workfront, navigate to the Documents section, and upload the attachment there.

Project Information Checklist

General Information

- What date do you need the project in your hands/inbox?
- What kind of project is it?
    - Print – See below
    - Graphic design
    - Business card
    - Other
- What are the size dimensions of your project?
- Reviewing & Approval
    - Who needs to see the proofs?
    - Who is making the final decision?

Print Projects

- Are you printing it?
- Are we sending it to a print vendor for you?
    - What account number will be charged?
    - Do you have a set budget for this piece?
    - Do you have a preferred vendor?
    - What date will the printer need the files?
- Is there mailing involved?
    - Will you mail it?
    - Do you need the print vendor to mail it?
- What quantity do you need?
- What are the size dimensions of your project?
- Special directions
    - One-sided or two-sided
    - How many pages?
    - How many folds?
    - Does it have a cover?
    - Special cuts
    - Special colors
    - Full bleed
- Reviewing & Approval
    - Who needs to see the proofs?
    - Who is making the final decision?