

COMMUNICATIONS GUIDE

The School of Education at Boston University is able to provide its faculty, students, and staff with a large variety of resources to promote events occurring within the University.

THE WEBSITE & SOCIAL MEDIA

Facebook & Twitter

Social networking websites, like Facebook and Twitter, are perhaps the easiest and quickest way to advertise an on-campus event or meeting. Facebook is the world's largest online social network and immensely popular among Boston University students. Posting an event or update to the School of Education's Facebook page allows you to reach not only a large amount of SED students, but the greater BU community. Likewise, Twitter allows event and "status" notifications to be posted to a page that other users can follow. Unlike Facebook, Twitter only allows 140 characters for each update. If you have an update for the SED community, please send it to sedstdt@bu.edu and copy nmoro@bu.edu. Please remember to specify if you would like the update listed on Twitter, Facebook, or both.

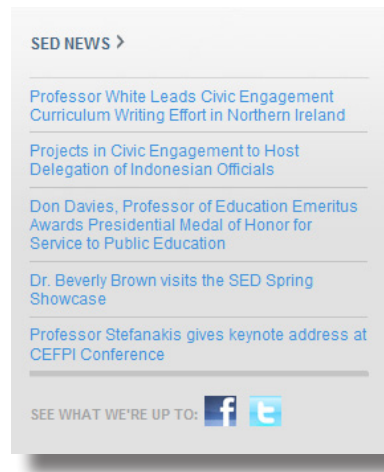


School of Education Website

The SED website is the first, and most comprehensive, place someone is likely to look when searching for information about the School of Education. It contains program pages, biographies, and an updated calendar. If anything on the website needs to be updated, added, or changed please email Nikki Moro at nmoro@bu.edu. When requesting an update, please make sure to include a link to the page you need updated.

News Links

If you would like to have an event or story placed under the “News” section of the SED website, please provide all relevant information (date, time, location, brief description) to Nikki Moro at nmoro@bu.edu.



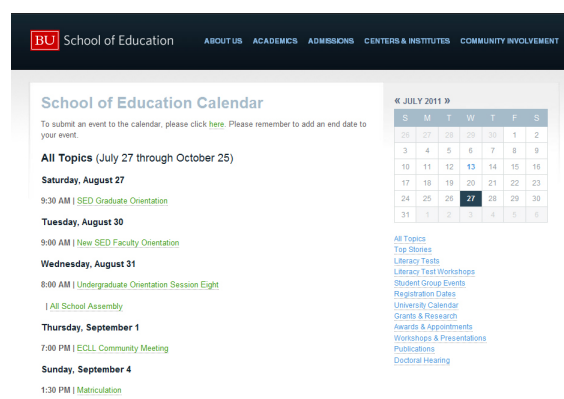
Online Calendar

We’ve recently added an interactive calendar to the SED website: <http://www.bu.edu/sed/about-us/calendar/>. The website has a dedicated page for the calendar; upcoming calendar events also show up on the right hand-side of all the SED pages except the homepage.

It is important for us to keep this calendar as comprehensive as possible. Therefore, you will be able to submit events to the calendar. Feel free to submit any SED related event such as literacy tests, conferences, special discussions, group events, club events, open houses, orientations, speaking engagements, etc. Please note, your event will only show up on the interactive calendar if you submit it to be added.

Here is the process for adding your event to the calendar:

1. Fill in all the necessary information for your event here:
<http://www.bu.edu/phpbin/calendar/app/create.php?cid=75>
2. Make sure to select an “event topic” if your event falls within one of the categories
3. **Make sure to fill in an end date for the event, if you do not, your event will not publish to the calendar.**
4. Once you fill in the information and hit submit, email Nikki Moro at nmoro@bu.edu saying that you’ve submitted a calendar addition request. The request will be approved and published to the website calendar.
5. You will receive a confirmation once your event has been added.



Doctoral Hearing Announcements

The graduate hearing notices have been moved from their own independent web page to the SED calendar. The reason being - the SED web calendar appears on every page of the website (except the homepage) so the information about graduate hearings will be easier to find and more readily available to everyone.

How to submit a hearing notice to the SED calendar:

1. Fill in all the necessary information for your event here:
<http://www.bu.edu/phpbin/calendar/app/create.php?cid=75>
2. Make sure to select an "event topic" if your event falls within one of the categories
3. **Make sure to fill in an end date for the event, if you do not, your event will not publish to the calendar.**
4. Once you fill in the information and hit submit, email Nikki Moro at nmoro@bu.edu saying that you've submitted a calendar addition request. The request will be approved and published to the website calendar.
5. You will receive a confirmation once your event has been added.

THE SED NEWSLETTER

The School of Education newsletter is distributed every month to all students and faculty. To have something included in the newsletter, please follow the steps below:

1. Please fill out the form on www.bu.edu/sed/sed-newsletter
2. Choose the audience you'd like the newsletter to reach: undergraduate, graduate, or both.
3. Select the type of notice: Announcement, Event, Club Information, Opportunity
4. Write one line of what your notice is. This will be used as the title.
5. Include exactly what you would like your notice to say. Please be brief and to the point.
6. Please include the date of the event, or the deadline if applicable.
7. Specify a contact person, including their email address.
8. If you would like to include a picture or logo, please include the image file (preferably .jpeg)
9. Specify how long you would like your notice to appear in the newsletter: 1 month, 1 semester, 1 academic year.



STUDENT CENTRAL ANNOUNCEMENT BOARD ---

We have recently placed an electronic announcement board in the SED Lobby. This is the first thing seen by students, faculty, staff, and guests as they enter the building. The right side of the announcement board is "Student Central;" here, you can view electronic flyers for events, and/or brief announcements about meetings/events.

It is important for us to keep Student Central as comprehensive and up-to-date as possible. Therefore, student groups and faculty student group advisors will be able to submit material to be posted. Feel free to submit any SED related event/meeting material such as conferences, special discussions, group events, group meetings, club events, club meetings, orientations, speaking engagements, etc. Electronic flyer space must be requested at least a week in advance; event ticker space must be requested at least 24 hours in advance.

*Please be aware that submitting for Student Central is separate from submitting for the SED Calendar. Submitting on one does not submit it for the other. You must submit your event to both if you wish it to be featured on both.

Here is the process for submitting an electronic flyer for Student Central:

1. Check availability of electronic flyer space here:
<http://www.bu.edu/sed/current-students/current/student-central/>
2. Fill in all necessary information for your event here:
<http://www.bu.edu/sed/current-students/current/student-central/electronic-flyer-submission-form/>
3. Make sure to submit an electronic copy of your flyer in the form of a pdf or jpeg
4. Make sure to fill in each day you wish the flyer to be featured.
5. You will receive a confirmation once your request is processed.

**Please be aware that space is limited for electronic flyers. Space can be reserved a semester in advance.

Here is the process for submitting an announcement for the Student Central ticker:

1. Fill in all necessary information for your event here:
<http://www.bu.edu/sed/current-students/current/student-central/student-central-ticker-submission-form/>
2. Make sure to check your event blurb for typos before submitting.
3. Make sure to fill in each day you wish your announcement to be posted. If you do not, it will only be posted for a day.
4. You will receive a confirmation once your request is processed.

DESIGN NEEDS & PROMOTIONAL MATERIALS ---

When looking for print communication materials, SED is able to offer assistance from design to final publication. Please be aware that timelines are subject to change, particularly during peak season. For printing done by vendors you will also need budget approval. Printing done in house is at no cost, unless you require over 350 copies or special paper.

Posters

Design Turn Around: Minimum 2 weeks. Printing will be done in house.
Size Options: 8.5x11, 11x17 regular, 11x17 mounted on black matte board.

Invitations

Design Turn Around: Minimum 3 weeks. Printing Turn Around: Minimum 2 weeks.
*Printing done by vendor.

Postcards

Design Turn Around: Minimum 1 week turn around after all material is delivered.
Printing Turn Around: Minimum 1 week.
*Printing done by vendor.

Programs

Design Turn Around: Minimum 1 week turn around after all material is delivered.
Printing Turn Around: Minimum 1 week.
* Printing may be done either in house or by a printing vendor depending on the formality of the event.
Examples of text to include in a program: Schedule - Bios - Special Thanks - Images - Event Description - Paid Advertising

Promotional Materials

Design Turn Around: Minimum 1 week, including product selection.
Printing Turn Around: Minimum 3 weeks. You will be invoiced for promotional items and must have budget approval.
Examples of promotional items: T-shirts - Pens - Tote bags - Notebooks - Water Bottles - Flash Drives

"Day of Event" Signage

Design Turn Around: Minimum 1 week.
Printing Turn Around: 24 hours if done in house
* Signage can be placed on black matte board for no extra cost.
Examples of promotional items: Welcome Sign - Directional Signs - Check in sign - Schedule of Events - Speaker Information

PUBLICATIONS

@SED Magazine

@SED is the alumni magazine for the School of Education. The magazine covers hot-button issues in education, ground breaking research by SED faculty and students, and unique stories about our alumni.

If you have stories, updates or photos from alums that you think would be good for our magazine, please email them to Nikki Moro at nmoro@bu.edu.

SPACE RESERVATION

Boston University offers a wide variety of space on campus to host events. If you wish to reserve conference space within the School of Education, please check the availability at <http://www.bu.edu/sed/faculty-staff/> and fill out a Room Reservation Request at <http://www.bu.edu/sed/faculty-staff/room-reservation-form/>. If you wish to reserve space across Boston University, please submit a space request form through the BU Reservations Office at <http://www.bu.edu/evcon/dept/request/>

Space Available at SED:

- School of Education Lobby (Unlimited)
- Helen Murphy Room, #146 (10-15 Capacity)
- Phi Lambda Theta Room, #250 (30 Capacity)
- Student Lounge, #253 (25-40 Capacity)
- Dean's Conference Room, #259 (15 Capacity)
- 621 Commonwealth Avenue, #216 (15 Capacity)

Please Note:

Although Boston University has a large campus, space may be booked more than a year in advance. It is always better to put a space on hold and cancel it later, as opposed to waiting until the last minute to find available space.

A cancellation notice is required at least three weeks in advance for certain places on campus, such as the School of Management, or you can be charged for the unused space.

Weekend and late night events may incur additional charges to keep the building open.

MEDIA SERVICES

If you are in need of technical assistance within the School of Education, please contact the Instructional Media Center at 617-353-3181. For assistance on campus, but outside of the School of Education, please contact BU Information Services & Technology <http://www.bu.edu/tech/comm/>.

Photo Services

Although it is your option to use an outside photographer, Boston University does offer photography services for events. BU Photo Services must be contacted at least 2-3 weeks in advance at <http://www.bu.edu/photo/request/>. Please note that any photos featuring non-faculty (students, parents, guests), must have signed photo release forms by everyone in attendance. Photo and media release forms are attached at the end of the guide.

Filming On Campus

If an outside organization requests to film you or your students on campus, you must first gain the permission of the Boston University PR Office. To gain permission, please send an email to Nikki Moro at nmoro@bu.edu and CC Kira Jastive at kjastive@bu.edu.

Please include the following information:

- Organization filming:
- Purposing of filming:
- Location of filming:

BU Staff or faculty member that will be present during filming

Press Releases

Please send information for press to Kira Jastive at kjastive@bu.edu in the Department of Public Relations, and please copy Nikki Moro at nmoro@bu.edu.

EVENT NEEDS

If you would like professional help planning an event at Boston University, you may contact the Office of Events and Conferences at 617-353-3520 or evcon@bu.edu.

Boston University Event Publicity

In order for the Department of Public Relations to efficiently and accurately publicize on-campus events that are open to the public, event materials must be finalized at least 8 weeks before the event. Materials should list event title, date, time, location, admission cost, and event contact information. The Department of Public Relations also encourages members of the BU community to list their events on the following local event listing websites:

- Boston.com - <http://calendar.boston.com/>
- WBUR.com - <http://events.publicbroadcasting.net/wbur/events.eventsmain?action=submitEvenFenway>
- News - <http://fenwaynews.blogspot.com/2008/09/calendar-of-events.html>
- Inside Higher Education - http://www.insidehighered.com/listings/browse/listing_calendar
- BU Calendar - <http://www.bu.edu/phpbin/calendar/browse.php?id=17&submitted=1>

Please contact the Department of Public Relations with questions at 617-353-2240. The SED contact is Kira Jastive, you may also contact her directly at kjastive@bu.edu.

Facilities Management

Any event requiring special set up will incur a buildings and grounds fee. Events held outside of normal business hours will also be billed for overtime.

Music

To hire a Boston University student musician to perform at your event, please post a listing on the gig board at <http://www.bu.edu/bumo/gig-office/gig-board/>

Parking

If you are providing parking for your event contact Parking & Transportation Services via email parking@bu.edu at least one week before your event.

Accommodations

A number of area motels are located within walking distance of BU or in close proximity to the MBTA:

- Hotel Commonwealth - 866.784.4000, www.hotelcommonwealth.com, BU discount, two blocks from campus, on public transportation
- Hotel Buckminster - 800.727.2825, bostonhotelbuckminster.com, two blocks from campus, on public transportation
- Holiday Inn Brookline - 617.277.1200, www.ichotelsgroup.com, five blocks from campus, on public transportation
- Hyatt Regency Cambridge - 617.492.1234, cambridge.hyatt.com, across the river from campus, not on public transportation



School of Education

REQUEST FORM

Today's Date _____ Contact Person _____
Email Address _____ Phone Number _____
Date & Time of Event: _____ Date Materials requested by: _____
Name of Event: _____
Location of Event: _____ Event Sponsor: _____
Number of copies or items requested: _____

Please Select the Items you will be requiring:

Invitations: _____ **Postcards:** _____ **Programs** _____

Posters: _____

Size Options: 8.5x11 _____ 11x17 Regular _____ 11x17 with black matte board _____

Promotional Material*: _____

T-shirts: _____ Pens: _____ Tote Bags: _____ Notebooks: _____ Water Bottles: _____

Flash Drives: _____ Pencils: _____

*Please note, budget approval will be required to print any promotional material.

"Day of Event" Signage: _____

Welcome Sign: _____ Directorial Signs: _____ Check In Signs: _____

Schedule of Events: _____ Speaker Information: _____

Information:

Please attach a typed sheet with all relevant information to your event, as well as what you would like to see on the final product. This will help us immensely during the design process and allow a quicker turn-around time. If you have any questions, please contact Nikki Moro at nmoro@bu.edu.