

Creating visibility in the CPHHS

We all play a role in creating awareness and visibility for the college. Our goal is to make that as EASY for you as possible while maintaining our brand.

The first step is a new [project request form](#), at health.oregonstate.edu/marcomm, which will ensure that we have all the information we need to create and deliver the best product possible quickly and efficiently.

Here are some helpful guidelines and ideas regarding our most common requests:

Promoting your study or book

- Let [Molly Rosbach](#) know when you have a study or book about to be published. Also, let Molly know if you are interested in media training and she'll get you set up.
- CC [Alan Calvert](#) on your email to Michelle so he can add your publication or book to your online profile page. Also CC [Kathryn Stroppel](#) for consideration in CPHHS Tracker and explore other options for publicity.
- **Important:** Affiliate with Oregon State University first, the College of Public Health and Human Sciences second, and your school third. Keep in mind that reporters likely will use only one.

Sharing news of your achievements or your students' success

- Submit a [project request](#) for a story. Hanna will either write a full story for [Synergies](#) (printed 2x/year and updated monthly online). These are emailed monthly to several thousand stakeholders.
- Contact [Kathryn](#) if you'd like it considered for CPHHS Tracker.

Ways to promote events and courses, minors and programs

- Submit a [project request](#) and ask for social media, digital signage and an online calendar listing. You can also request an invitation, program or flier and/or Power Point slide for faculty to use in class. You can download a PPT template at [CPHHS marketing materials](#).
- Submit your event info to OSU Today at osutoday@oregonstate.edu.
- Email [Kathryn Stroppel](#) about sharing it in CPHHS Tracker.
- Ask school heads to include it as an announcement at an upcoming faculty meeting.
- Reach out directly to center directors.
- Ask the [Office of Student Success](#) to share it via the [undergraduate newsletter](#).
- Distribute to CPHHS graduate student listserv at CPHHSgraduatestudents@lists.oregonstate.edu.

Recruiting study participants

- Submit a [project request](#) and ask that Alan create a research study recruitment page.
- You might also consider requesting that we run paid social media ads or other advertising. We can help you figure out the best strategy to achieve your goals and meet your budget.
- Go to [CPHHS marketing materials](#) for a research study flier template.

Conferences/presentations

- Submit a [project request](#) and ask for a tablecloth, banner, promotional materials, swag, decorations, print materials, etc.
- Use branded [Power Point slides](#) that include the name of our university and college. If you need help, submit a project request.
- Use branded scientific [poster templates](#) that include the name of our university and college. If you need help, submit a project request.
- [Conference Services](#) can help with all aspects of an event, from registration to set up. Cost is dependent on the services you require.

Email signatures

- Make sure you include the name of our university AND college.
- Do **NOT** include photos, clip art, logos, etc.
- If you choose to use color, use Beaver Orange, Hex: #d73f09 RGB: 215, 63, 9
- Example email signature:
FirstName LastName, Credentials (using preferred pronouns here is an option; *she/her/hers, he/him/his, they/them/theirs*)
Position/Title
College of Public Health and Human Sciences | Oregon State University
School name or unit (optional)
Office number | Cell number | Corvallis, OR 97331

Profile pages and lab sites

- Both will help future students, collaborators and funders find you online. It benefits the college, but it also builds awareness for you and your work and contributes to your personal brand/reputation.
- Simply submit a [project request](#) and ask for what you need.
- Remember to keep both up to date. Out-of-date information is worse than no information.

Promotional items

- If you need swag for an invited guest or tabling event, submit a [project request](#) form and ask for what you need. [See swag online](#) and keep in mind quantities are limited. There is no charge if there's a business purpose related to your request.

Photography/videography

- Submit a [project request](#). We may be able to do the project in-house or we may make another recommendation depending on the nature of the request. We try to handle small requests in-house but do not have the resources for larger shoots.

Do you have an idea but aren't sure what you need?

- Request a brainstorming session by submitting a [project request](#). We'll help you figure out how best to achieve your goals.

CPHHS marketing/communications resources and project request form: health.oregonstate.edu/marcomm
OSU brand guide: oregonstate.edu/brand

CPHHS Marketing/Communications Team

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