

COLLABORATIVE SERVICE:

Significant institutional contribution working with another unit to achieve a goal. How did you discover an opportunity and assist a unit with a solution that benefited your institution?

Soon after the Covid-19 Shutdown (May/June 2020) we began getting phone calls requesting pricing for COVID-19 items. The calls were coming from marketing representatives across the university. It was becoming obvious there was some sort of organized effort coming together, it just took some detective work to figure out from where. We discovered that a committee of University Marketing Representatives, and our Facilities unit were forming a committee to discuss a united COVID-19 messaging campaign to be used across all 23 campuses. What was most clear was we were not part of the discussion yet.

Our facilities unit had already designed a “Stay Well” artwork campaign and received approval of artwork from the University Marketing Communications Unit. At this point, we were brought into the conversation. They wanted to roll out the campaign by the end of the month of June.

We had 10 working days to figure out how the entire University was going to order: banners, posters, barricade tape, floor markers, table markers, Internal/External signs, Pull-Up banners, sandwich board signs.

With the help of our Design team as well as IT, we transformed one of our existing web pages into a landing page to explain the initiative and include an online order form.

While the development of the website and order form was underway, our customer service and production teams began the process of figuring out how we were going to use or adapt the artwork we had been provided in order to accomplish the developed and approved campaign. We needed to determine what raw materials would be needed, as well as what we could efficiently and effectively produce and what we would need to source from others.

Once production began, several special requests came in requiring development of a product as well as adapting the artwork to fit the differing requests.

Our event arena The Bryce Jordan Center seats 15,000 people in the main arena area. The space needed to be adapted for class sessions with social distancing. We worked with arena staff to develop a seat wrap design and configuration that could quickly and securely be installed, removed and reinstalled using printed vinyl with grommets and zip ties. In order to make the deadline, the design and configuration was such anyone with wide format capabilities could produce the pieces so we could partner with additional vendors to produce thousands of seat wraps in a matter of days.

The Housing and Foods division had solicited Pepsi for sponsorship on floor graphics to be used in the dining commons only. We worked with Housing and Foods Marketing department and Pepsi to incorporate their logo into the existing artwork and produce floor graphics exclusively for use in the dining commons.

We were provided artwork for barricade tape with a full bleed dark blue with the writing dropped out in white. We quickly discovered that every school in the country was ordering barricade tape as well, and no vendor had the capability to produce the tape as designed. We worked with the designer and vendor to redesign the artwork so we could have the barricade tape produced.

The entire project was a mass collaborative/coordinated effort:

- Facilities/Marketing - concept
- Facilities/Marketing/MPC – coordination
- Suppliers/MPC - coordination
- Design/IT/MPC - implementation
- Bryce Jordan Center/MPC – development and installation
- Housing and Foods/MPC – development and installation
- Facilities Coordinators/MPC – development and installation

We were launched for ordering the last week of June 2020. Facilities would be installing all external signage and we would be producing and providing facilities coordinators with internal signage and graphics.

By August, most campuses had been blanketed with “Stay Well” campaign signage. Then came the word, from University Marketing Communications that we needed a new look for students returning to campus in late August.

This time we were in the loop at the start of the new campaign “Mask-UP or Pack-Up”. We asked that the artwork stay within the established physical parameters of the already established “Stay Well” materials. Within a few days of receiving artwork for the new campaign, we changed the website to reflect the new campaign, and production moved forward.

Below is a link to our current initiative webpage

<https://multimediaprint.psu.edu/mask-or-pack-initiative>