

PROPOSAL

11.28.16

Please find our understanding of your project, our commitments, and a quote below:

WHO

Council of Library
Deans of the CSU
System (COLD)

CONTACT(s)

Dean Cesar Caballero
(CSUSB)

Marketing Services Proposal

To build greater awareness of the ULMS among CSU students, faculty, and staff.

CSUSB Winter Quarter, 2017 (1/1/17 – 3/31/17):

1. Brand development for ULMS to include identity/logo development and basic collateral materials.
2. Two pre-launch press releases.
3. Up to ten (10) graphics/flyers developed for digital distribution (social media & email) highlighting the “bells and whistles” of the ULMS.

*COLD will assist with providing necessary information/content/dates/deadlines/etc. for PR and bells and whistles promotion

CSUSB Spring Quarter, 2017 (4/1/17 – 6/30/17):

1. Research and find 5–10 student success stories that relate specifically to library programs and services
2. Create graphics/flyers developed for digital distribution (social media & email) highlighting the above mentioned success stories
3. Develop a series of up to ten (10) articles promoting various products and services of academic libraries

*COLD will assist with finding success stories and identifying specific academic library products and services to promote.

QUOTE

\$8,640.00