

CIC EVENT PROMOTION PROCESS IMPROVEMENT PROJECT

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March 18, 2026



UNIVERSITY OF
South Carolina

PURPOSE

- Provide timely accurate event promotion to students, alumni and other college audiences
- Improve project management process for the 30-40 events held by college each semester
- Reduce amount of time needed to create promotional materials for each event
- Clarify responsibilities within team



Monday, Jan
Russell House Theatre



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Results



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PEOPLE INVOLVED

- Students, Alumni and Friends of the College (End Users) - Interviewed one of each.
- Comms Team
- Comms Team Affiliated Faculty
- Event Staff
- Dean (Project Sponsor)



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PROJECT PATH


- Process mapping with core communications team
- Discovery session with three end users: staff member, student, alumnus
- Possibility planning session with extended communications team
- Call to subject matter expert at Basecamp (project management platform)
- Planning of improved intake form, templates and internal checklists



KEY IMPROVEMENTS

Improve project intake

- Get faculty and staff buy-in on form use
- Update communications project request form to ask different questions depending on project type
- Ask end-use questions at the beginning on a project: “How many copies of this program are you going to need?”


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Printing Request Form

FOR PRINTING SERVICES USE ONLY

Date Submitted: 3/17/2026 Date Required: 3/27/2026

1. DESCRIPTION OF ITEM REQUESTED: (attach sample) Deans and Directors Programs

2. PRINTING INSTRUCTIONS:

Number of copies: 100
Number of pages: 2
Color of paper (cover):
Color of paper (inside text):
Color of ink (cover):
Color of ink (inside text):
Completed/Finished Size: X

5. FILE INFORMATION (If Applicable):

Reprint - no corrections, previous job #
Attach sample No changes With changes

Use provided printout (no digital file available)

Thumb Drive (Please label so it can be returned)

FTP Folder

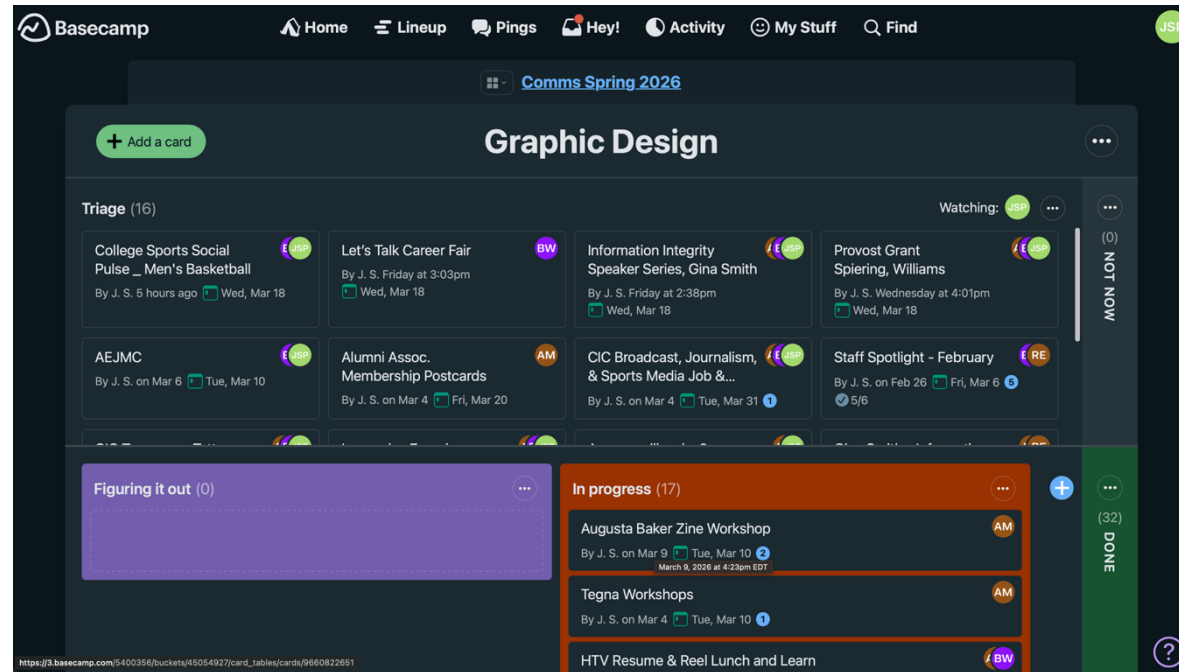
Emailed (Email to only one location.)



KEY IMPROVEMENTS

Expanded Basecamp usage

- Running all project details through Basecamp — instead of via email or Teams
- Determine how minor versus major projects are listed in Basecamp
- Adding sub-deadlines to projects for individual steps for major events



RESULTS

- Repeatable project structuring within Basecamp
- Decrease “loopbacks” to an average of three or fewer per project
- Reduce hours spent on event graphic design by 10%, saving 36 hours of staff time per semester, 112 per year



NEXT STEPS

- Build new intake form based off discovery discussions by May 31, 2026
- Create event templates for 2026-2027 academic year by June 30, 2026
- Share guidelines with CIC faculty and staff by August 15, 2026



The screenshot shows a web form titled "CIC Comms Team Request Form" from the College of Information and Communications at the University of South Carolina. The form includes a header with the college's logo and name, a brief introduction, and three main sections: "Contact Information" with fields for first and last names, "Contact Email" with a single email field, and "Is this an event?" with radio button options for "Yes" and "No".

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CIC Comms Team Request Form

Do you have an event or project you want assistance with from the CIC Comms Team? Well, we are happy to help! Please keep in mind we will do our best to accommodate your request. However, every project is unique and may require additional time to accomplish successfully.

Contact Information *

First name Last name

Contact Email *

example@sc.edu

Is this an event? *

Yes
 No

REFLECTIONS: BIGGEST LEARNING

- Studying a process systematically will reveal patterns, both positive and negative.
- Involving a team in process planning can identify and alleviate frustrations.
- Analyzing a specific process will reveal opportunities for improvement in other distinct but related areas.



THANK YOU!

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