



UNIVERSITY OF
NOTRE DAME

MERUELO FAMILY CENTER FOR CAREER DEVELOPMENT

MARKETING AND COMMUNICATIONS GUIDE



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PURPOSE

Brand guidelines help create a strong brand identity — and consistency is key.

Strong and consistent branding helps clarify what your department stands for, allowing you to communicate your purpose and personality. A consistent tone of voice, and a consistent brand identity, helps keep on-message.

Brand Guidelines help maintain an image of professionalism - not just tone of voice which suggests professionalism. Consistent colors, fonts, and logos across the department whether offline (print) or online ensure impressions of competence and professionalism. Basically, inconsistent branding simply doesn't look good.

The consistency that guidelines create means that brands are instantly recognisable to your audience, without having to re-introduce who you are and what you do. The stronger and more consistent it is, the more likely your audience is going to recognise and identify your department instantly.



WHY ARE BRAND GUIDELINES IMPORTANT TO YOU?

Brand guidelines mean that **YOU** will always be using **OUR** branding **in the correct way** – the right shade of blue, the right tagline, the right font, and the right size logo etc.

Having a set of brand guidelines means that the right branding is easily accessible to everyone, and that everyone knows how to use it properly.

TAGLINE, MISSION & VISION

Tagline

Discern, Discover, Pursue.

In just three words, the Center for Career Development communicates the commitment and promise that our department has for Notre Dame students.

Mission

The Center for Career Development prepares students for lifelong career readiness through innovative and tailored programs, services, and strategic partnerships.

Vision

Empowering students to discern, discover, and pursue meaningful careers to be a force for good in the world.

**DISCERN
DISCOVER
PURSUE**



IDENTITY GUIDELINES

Logos

The logo is the face of our brand. If it appears differently across channels and uses it will lose its recognition and dilute the brand.

Academic (Horizontal)

The academic logo for the Center for Career Development is to primarily be used for professional purposes.



ACCESS THE LOGOS HERE

The fonts are ready to download from the shared Mar/Comm drive.

Usage

The following are acceptable ways of reproducing the Center for Career Development Academic logo:



One Color

Navy Blue, Black, Gold.

Reversed

The following are examples of unacceptable ways of manipulating the Center for Career Development Academic logo:





Academic (Vertical)

The academic logo for the Center for Career Development is to primarily be used for professional purposes.

MERUELO FAMILY
CENTER FOR CAREER
DEVELOPMENT



ACCESS THE LOGOS HERE

The fonts are ready to download from the shared Mar/Comm drive.

Usage

The following are acceptable ways of reproducing the Center for Career Development Academic logo:

MERUELO FAMILY
CENTER FOR CAREER
DEVELOPMENT



One Color

Navy Blue, Black, or Gold.

MERUELO FAMILY
CENTER FOR CAREER
DEVELOPMENT



Reversed

The following are examples of unacceptable ways of manipulating the Center for Career Development Horizontal logo:

MERUELO FAMILY
CENTER FOR CAREER
DEVELOPMENT



MERUELO FAMILY
CENTER FOR CAREER
DEVELOPMENT



MERUELO FAMILY
CENTER FOR CAREER
DEVELOPMENT



Specific Logos

The use of a logo with sub-branding is reserved for occasions where a distinct identity is needed to call out a recognizable sub-brand. For example, Graduate Career Services would use their sub-brand due to many faculty and students recognizing the GCS sub-brand. That being said, GCS should be tied in with the Meruelo Family Center for Career Development, as well.

Employer Engagement

MERUELO FAMILY
CENTER FOR CAREER
DEVELOPMENT

Employer Engagement



Operations & Event Services

MERUELO FAMILY
CENTER FOR CAREER
DEVELOPMENT

Operations & Event Services



Undergraduate

MERUELO FAMILY
CENTER FOR CAREER
DEVELOPMENT

Undergraduate Career Services



Graduate

MERUELO FAMILY
CENTER FOR CAREER
DEVELOPMENT

Graduate Career Services



ACCESS THE LOGOS HERE

The fonts are ready to download from
the shared Mar/Comm drive.



Lorem ipsum



Monogram (Horizontal)

The monogram logo for the Center for Career Development used for any other purposes beyond professional.

Ex. Posters, flyers, social media, multimedia, print



**MERUELO FAMILY CENTER
FOR CAREER DEVELOPMENT**



ACCESS THE LOGOS HERE

The fonts are ready to download from the shared Mar/Comm drive.

Usage

The following are acceptable ways of reproducing the Center for Career Development Horizontal Monogram logo:



**MERUELO FAMILY CENTER
FOR CAREER DEVELOPMENT**



**MERUELO FAMILY CENTER
FOR CAREER DEVELOPMENT**

One Color

Navy Blue, Black, or any dark color may be used.

Reversed

The following are examples of unacceptable ways of manipulating the Center for Career Development Horizontal logo:



**MERUELO FAMILY CENTER
FOR CAREER DEVELOPMENT**



**MERUELO FAMILY CENTER
FOR CAREER DEVELOPMENT**



**MERUELO FAMILY CENTER
FOR CAREER DEVELOPMENT**

Vertical Monogram

The monogram logo for the Center for Career Development used for any other purposes beyond professional. **Ex.** Posters, flyers, social media, multimedia, print



ACCESS THE LOGOS HERE

The fonts are ready to download from the shared Mar/Comm drive.



**MERUELO FAMILY CENTER
FOR CAREER DEVELOPMENT**

Usage

The following are acceptable ways of reproducing the Center for Career Development Vertical Monogram logo:



**MERUELO FAMILY CENTER
FOR CAREER DEVELOPMENT**

One Color

Navy Blue, Black, or any dark color may be used.



Reversed

The following are examples of unacceptable ways of manipulating the Center for Career Development Vertical logo:



**MERUELO FAMILY CENTER
FOR CAREER DEVELOPMENT**



**MERUELO FAMILY CENTER
FOR CAREER DEVELOPMENT**



**MERUELO FAMILY CENTER
FOR CAREER DEVELOPMENT**



Fonts

The font families below are tools provided to help leverage the masterbrand when appropriate. When creating pieces that come from our department please use the fonts below. This font should be used for titles, headers, as well as body copy. Serif Fonts are **NOT** to be used in headers or titles. Not sure what a serif font is? **CLICK HERE**. Also, the use of Comic Sans is never acceptable. Never. Don't even try.

Galaxie Polaris Condensed

Center for Career Development

The official sans-serif typeface of the University is Galaxie Polaris. This typeface feels contemporary, clean and modern.

Galaxie Polaris Condensed Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Galaxie Polaris Condensed **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond

Center for Career Development

The official serif typeface of the University is Garamond. If you must use a serif font, please use this one.

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



ACCESS THE FONTS HERE

The fonts are ready to download from the shared Mar/Comm drive.

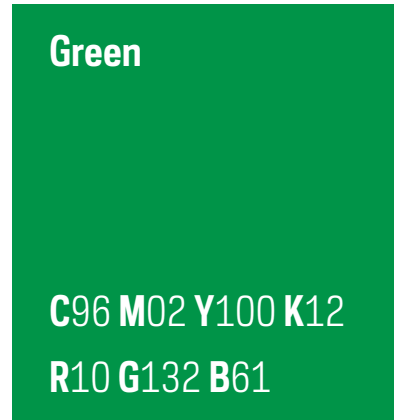
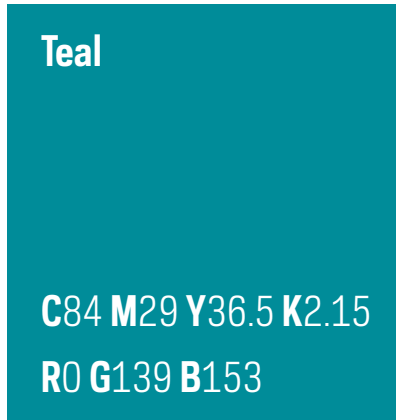
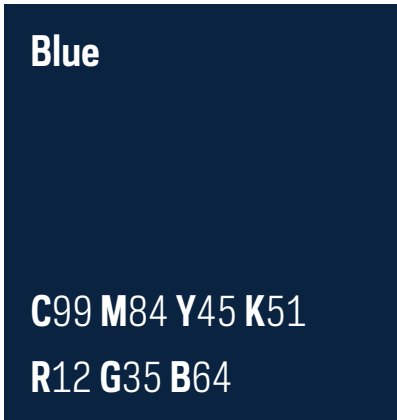
If you are working on a computer that does not have the font installed, use Arial as a substitute.



Colors

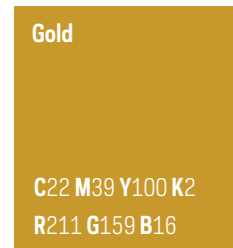
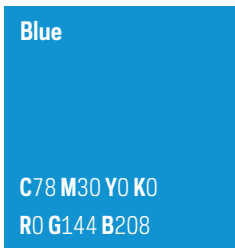
Primary Colors

The Center for Career Development primary colors are Notre Dame Blue, Teal and Kelly Green.



Secondary Colors

The secondary color palette is provided to aid the design of communications that reflect the University of Notre Dame's brand in tone and style through consistent use of color. Marketing communications can be made more effective and compelling with a more flexible and sophisticated use of color harmony and contrast.





Email Signature

The department uses a standardized email signature. This helps to maintain brand consistency and a professional appearance when communicating with colleagues, organizations, employers, and students.

The Meruelo Family Center for Career Development email signature example is to the right.

- | Name is in a bold serif font
- | Employee title is next to the name separated by a bar
- | Under the name and title is the department the employee is a part of
- | Depending on the department, employees can tailor the website address to fit their need. The standard website link is the Careerdevelopment.nd.edu, but for example, someone in Employer Engagement can use the Recruitstudent.nd.edu url.
- | For spacing reasons, the vertical academic version of the Meruelo Family logo must be used at the bottom of the email signature.

--
Marci Mullaney | Program Manager
Marketing and Communications
504 Duncan Student Center, Notre Dame, IN 46556

[574-631-3494](tel:574-631-3494)
mmullan4@nd.edu
Careerdevelopment.nd.edu

Follow us on Social Media: [Facebook](#) | [Twitter](#) | [Instagram](#)

MERUELO FAMILY
CENTER FOR CAREER
DEVELOPMENT



ACCESS THE SIGNATURE HERE



Simply copy and paste the email signature on the available file.



PRINT GUIDELINES

Posters and Flyers

Posters and flyers are physical visual communication pieces that help us communicate to our audiences what's going on. There are standards and guides that must be followed when putting together a piece for the Center for Career Development.



ACCESS TEMPLATES HERE

It's **required** that ALL flyer/poster needs go through the Mar/Comm manager, **BUT** templates are available for last minute and urgent situations.

A Center for Career Development Monogram Logo should always be featured prominently on the top of any marketing/communications piece.

The title of the event should be featured in the header of the poster/flyer and in Galaxy Polaris Condensed Bold. The font size should also be much larger than the rest to stand out.

If needed, put the subtitle of the event below the main title in Galaxie Polaris Condensed Book. The font size for this should be much smaller than the title to show contrast.

Every event should begin with the day of the week, then the month and the date. Ex. Tuesday, September 17.

Show contrast between the event's date and the location by making the location a smaller font. This detail should include the event's start and end time, a comma, and then the room number and building (if necessary).
Ex. 4:00-5:00pm, 512 Duncan Student Center

Every communications/marketing piece has to include an event description. The body of this NEEDS to explain the purpose of the event and WHAT students are getting out of it.

Every communications/marketing piece HAS to include how to RSVP for the event. This should be specified in the workshop drive.

If the audience is specific put that info here. Ex. Only open to Sophomores and Juniors. If the attire is specified also put that in this area. Ex. Business Casual Attire.

The footer to every communications/marketing piece HAS to include the academic mark for the center for career development on the left. The career development website and phone number must be on the right.

ND MERUELO FAMILY CENTER FOR CAREER DEVELOPMENT

MAIN TITLE

Subtitle if needed or necessary

DAY OF WEEK, MONTH DATE (#)
Start to End Time, Location

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

RSVP INFORMATION

AUDIENCE | ATTIRE

UNIVERSITY OF NOTRE DAME | MERUELO FAMILY CENTER FOR CAREER DEVELOPMENT | careerdevelopment.nd.edu | 574.631.5200



Letterhead

Letterhead for the Center for Career Development is used for professional documents. **Ex.** Letters of recommendation

The Notre Dame academic logo should always be in navy blue when using it for personal use. The gold foil, or the one-color version of the mark should only be used for stationery printed through an official vendor

There are sheets of the official letterhead located in the copyroom in the South suite of the Center for Career Development.

The University has a contract with a vendor to produce all business papers. This practice ensures consistency, quality, and the best price.

Go to **buy.nd.edu** to order more stationary for the department.

ACCESS LETTERHEAD HERE



A publisher template with the letterhead is available for download on the shared Mar/Comm Google drive.



Meruelo Family Center
for Career Development
Duncan Student Center, 5th Floor
Notre Dame, Indiana 46556 USA

P 574-631-5200
E careerdevelopment@nd.edu
W careerdevelopment.nd.edu

Signage

Signage is used throughout the 5th floor of the Center for Career Development. There are some guidelines to follow when creating a new sign to be displayed on the floor. **Ex.** Table Inserts, Standing Foam Inserts, etc.

Standing Foam Inserts

These inserts are used throughout the floor in the metal standing frames.

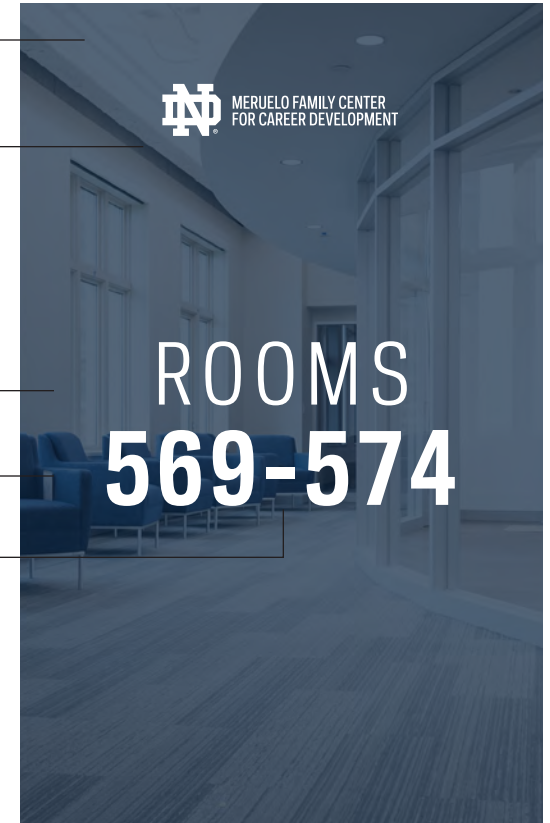
| The size is 14.25x22.375" - the file MUST be this exact size to fit in to the metal frame.

| A Center for Career Development Monogram Logo should always be featured prominently on the top of any signage.

| For depth, use background photo of the floor located on the drive.

| Use Notre Dame Blue for the color of the sign at 70% opacity.

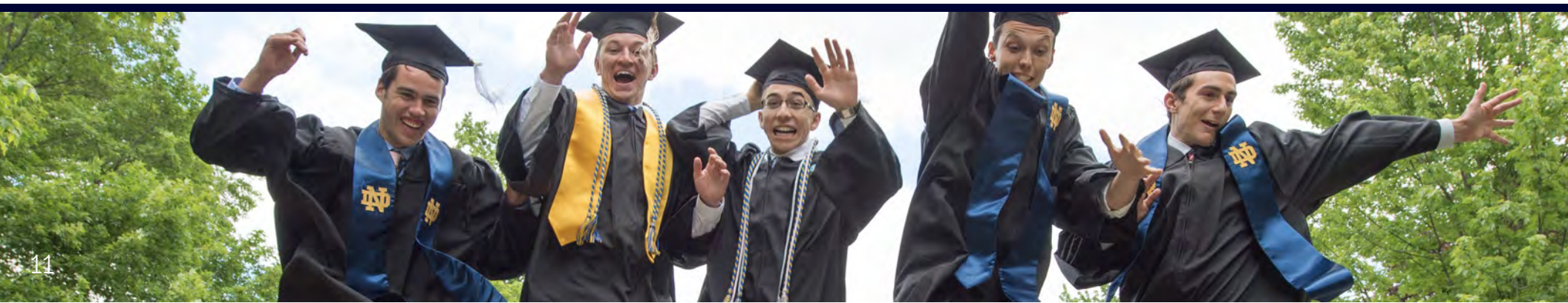
| Use Galaxie Polaris Condensed Bold or Book for text on the sign.



ACCESS THE SIGNAGE HERE



Download the Ai file for the floor signage on the shared Mar/Comm drive.





Center Inserts

These inserts are used throughout the floor in the small plastic holders that are put out on tables.

| The size is 5x7" - the file MUST be this exact size to fit in to the frame.

| A Center for Career Development Monogram Logo should always be featured prominently on the top of any signage.

| For depth, use background photo of the floor located on the drive.

| Use *Notre Dame Blue for the color of the sign at 70% opacity.

| Use Galaxie Polaris Condensed Bold or Book for text on the sign.

*To show differentiation of sign insert, colors can be changed.
Please refer to the Primary and Secondary colors featured in the guide.



Font Desk Inserts

These inserts are used in the plastic holders at the North and South front desks.

| The size is 8.5x11" - the file MUST be this exact size to fit in to the frame.

| A Center for Career Development Monogram Logo should always be featured prominently on the top of any signage.

| Galaxie Polaris Condensed Bold or Book must be used as text on the sign. (Arial is acceptable as well)

| The footer must include the academic mark for the center for career development on the left and the website and phone number must on the right.

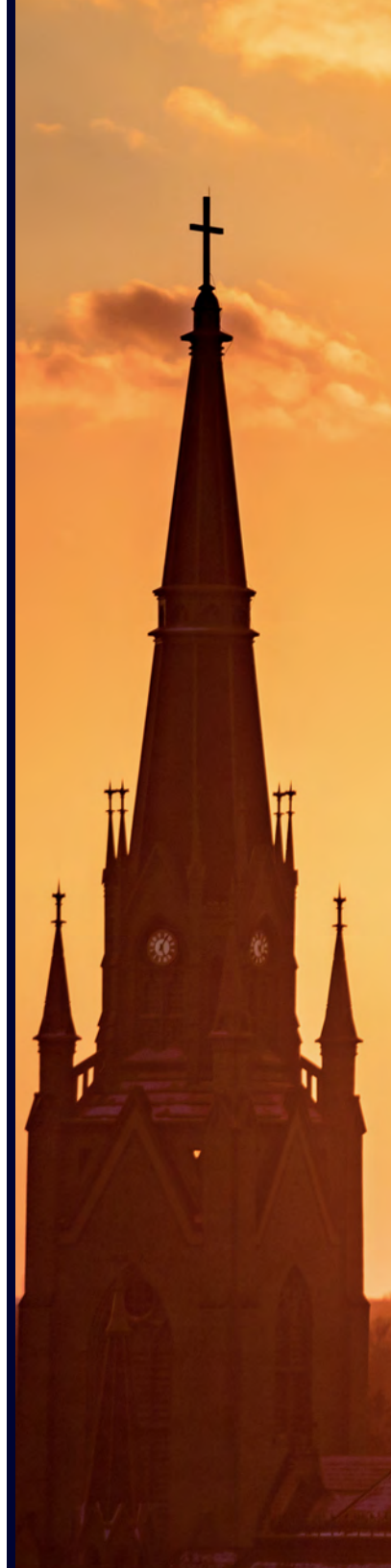
| Use Notre Dame Blue as primary color. Please refer to the Secondary colors featured in the guide if a second is needed.



Event Signage

Signage is often created for Center for Career Development events. The following are some guidelines to keep in mind when creating event signage.

- | A Center for Career Development Monogram Logo should always be featured prominently on the top of any signage.
- | Make sure the signage has the same look and feel as what was used for any previous promotions. This isn't the time to completely change up the design of the event.
- | Galaxie Polaris Condensed Bold or Book must be used as text on the sign.
- | Keep sign content simple. This is not the place to put on a ton of information.





Multimedia Guidelines

Multimedia is anything that is used digitally. Whether it's the website, social media accounts, or digital signage, all of these elements still need to have Career Development branding. The following information are guidelines when putting anything together for multimedia.

Social Media

The use of social media platforms helps to connect with our audience and to build our brand. To do this, we need to publish great content on our social media profiles while trying to engage followers. The following are some guidelines to follow when managing, creating, or posting on the Center for Career Development social media accounts. Icons are the "face" of our social media accounts, how our audience identifies our platforms, and should be the same across all platforms. Currently, a vertical monogram logo for the CCD in white with a blue background is used as our icon on all accounts.

Size of Posts with Images

When posting on Twitter or Instagram the image in the post needs to be a certain size. Both platforms work best with 600x600px dimensions. Please make sure before posting images or graphics to these platforms that they are within that size. When creating the post, if the image doesn't have the date or time be sure to include this in the text. If the image does include date and time it does not need repeated in the text of the post. An example is featured on the right:

Size of Cover Photos

Facebook: 820x462px | Twitter: 1500x500px

CCD SOCIAL ACCOUNTS



@NDCareer



@NDCareer



NDCareerDevelopment



Promoting Blog/Articles/Stories

After a blog post has been created and uploaded to our website it's important to have an image that can be associated with it. To help differentiate these from just regular images posted on our accounts the image chosen should be inserted in to the template on the right. The size is 600x600px, the Center for Career Development logo should always be in the top left corner, while the name of the blog/article/story should be featured on the bottom right. An example of this template is featured below:



Instagram Stories

Instastories have been an effective and helpful way of social media marketing for the CCD. These quick posts can be used to help promote events, stories, or anything else we're looking to focus on. Sometimes flyers or images don't naturally fit in the size of what Instagram allots. When creating an instastory, the size should be 1140x650px. Keep the information brief and highlight important details (date, time, location). An example of this is featured to the right:



ACCESS SOCIAL TEMPLATES HERE

Illustrator templates for **BOTH** the articles/blog and Instastories are available for download on the shared Mar/Comm Google drive.

Digital Signage

Digital signage is used to help display our events and services. On our floor we always rotate what events are coming up along with general information on the Center. Most of the time, digital signage is resized from an existing poster design. However, the following information are guidelines when putting together digital signage for the Center for Career Development:

- | The size needs to be 1920 x 1080px
- | A Center for Career Development Monogram Logo should always be featured prominently on the top.
- | Make sure the signage has the same over all look and feel as what was used for any previous promotions. This isn't the time to completely change up the design of the event.
- | Keep sign content simple. This is not the place to put on a ton of information.
- | The footer must include the academic mark for the center for career development on the left and the website and phone number must on the right.

UNIVERSITY OF NOTRE DAME | MERUELO FAMILY CENTER FOR CAREER DEVELOPMENT

MAIN TITLE

Subtitle if needed or necessary

DAY OF WEEK, MONTH DATE (#)

Start to End Time, Location

RSVP INFORMATION

AUDIENCE | ATTIRE

UNIVERSITY OF NOTRE DAME | MERUELO FAMILY CENTER FOR CAREER DEVELOPMENT

careerdevelopment.nd.edu | 574.631.5200



ACCESS DIGITAL SIGNAGE TEMPLATES HERE

Illustrator templates for **Digital Signage** are available for download on the shared Mar/Comm Google drive.

TEMPLATES

Posters and Flyers

Posters and flyers are physical visual pieces that help us communicate to our audiences what's going on. There are standards and guides that must be followed when putting together a poster or flyer, please refer to page 9 for these.

WHEN TO USE

ALL flyer/poster needs are required to go through the Mar/Comm manager, BUT templates are available for last minute and urgent situations.

If an event is entered in to the workshop drive a week out from the event date a template must be used by a counselor or career assistant.

RULES

Although a template, there are still standards and guides that must be followed. Do NOT change font types or logos on templates if editing.



ACCESS TEMPLATES HERE



MAIN TITLE

Subtitle if needed or necessary

DAY OF WEEK, MONTH DATE (#)

Start to End Time, Location

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

RSVP INFORMATION

AUDIENCE | ATTIRE



ACCESS POWERPOINT TEMPLATES HERE

PowerPoint

Having a PowerPoint template makes putting together presentations easy. There are currently three different templates that live on the drive for use. Below are reasons WHY we have PowerPoint templates for the Center for Career Development:

Consistency. Having a PowerPoint Template makes sure presentations from anyone in the department is consistent in terms of font, style, layout and colors.

Time Saver. The slides are pre-designed and every possible piece of content is laid out neatly. All you have to do is type in the content, add data or insert the image!

Branding. A department PowerPoint Template ranks up there along with your website, logo or letterhead. With PowerPoint presentations being a powerful mode of communication it is imperative that they represent your brand.

Ease of Formatting. With a template, formatting the slides becomes a breeze! The title slide, main body slide, image layout, chart layout, fonts and style . . . all the basic components of a presentation are set in the template itself.

1



2



3



Name Tags

Name tags are often requested for events put on by the Center for Career Development. Below is the view of the template for nametags along with guidelines:

- | The size is 4x3".
- | Title of the event always goes at top in the header.
- | Keep fonts the same - do NOT change the font type. The size can change depending on space.
- | The academic mark for the center for career development needs to remain in the bottom, center of the nametag.
- | When printed, these nametags need to be inserted in to plastic nametag holders. The holders can be found in the copy/mail room.



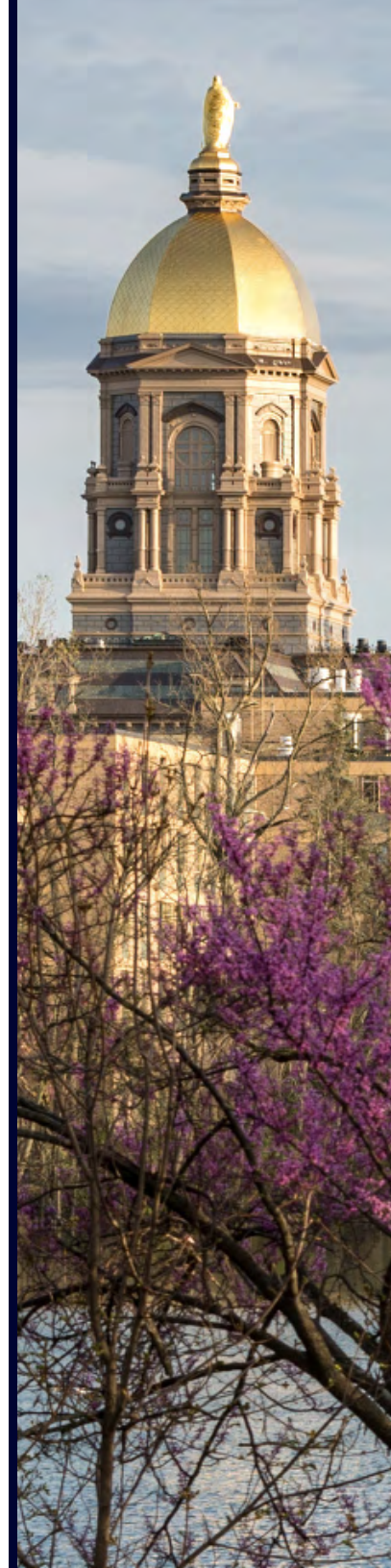
Table Tents

Table Tents are often requested for events put on by the Center for Career Development. Below is the view of the template for table tents along with guidelines:

- | The size is 4x3".
- | Title of the event always goes at top in the header.
- | Keep fonts the same - do NOT change the font type. The size can change depending on space.
- | The academic mark for the center for career development needs to remain in the bottom, center of the nametag.
- | Print these on cardstock (thicker paper) so that when folded it stands up. Cardstock can be found in the copy/mail room.



 [ACCESS BOTH TEMPLATES HERE](#)



PROCESSES

The Workshop Drive

The workshop drive is used to help Marketing, Operations, Employer Engagement, and Grad and Undergrad Counselors know what is going on with the department. Events and details are submitted in to this google sheet which then help on the Mar/Comm side to keep track of WHAT needs to be done and HOW to promote events.

ACCURACY AND TIMELINESS WHEN SUBMITTING ON THE WORKSHOP DRIVE IS KEY

The information from that file will be taken for:

Emails	Posters/Flyers	Digital Signage
Bi-weekly Calendar	Programs	Social Media
Website	Nametags	Newsletters
GoRISH/Handshake		



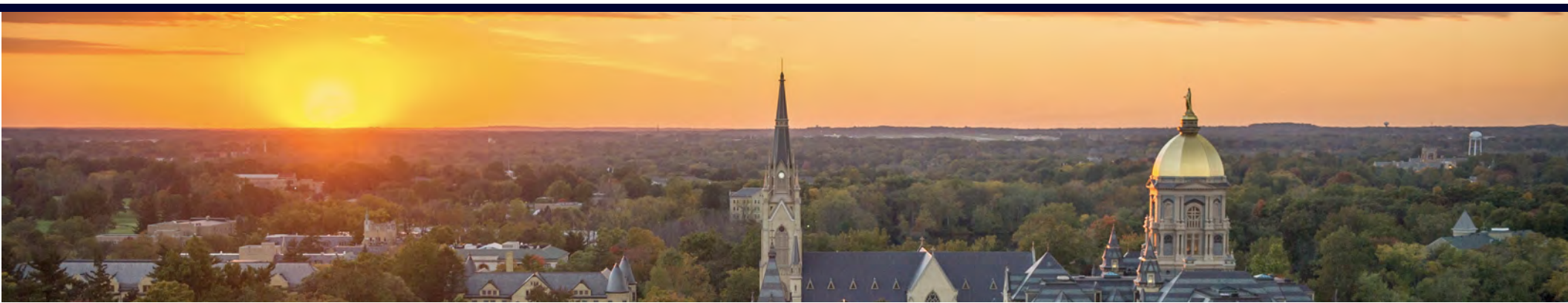
**ACCESS THE WORKSHOP
DRIVE HERE**

Expectations on Workshop Drive:

- Updates HAVE to be made on the Google Drive when there is a change or addition of a new event
- Let marcomm manager know about changes or additions if they are within two weeks of the event
- If what you have on the Google Drive is not finalized, please let marcomm manager know by putting “pending” or “tentative” next to the title

Descriptions on Workshop Drive: - VERY IMPORTANT

- Be as detailed as possible - Repeating the title is NOT sufficient. Multiple employees in the CCD use the workshop drive. This will help for everyone to be on the same page and be aware of what the event is about, what is going on at the event, and any other relevant details.
- Help with promotions across platforms and provide students a better understanding of each event.
- Helps marcomm manager understand event and especially when deciding audiences to target, how to best promote event, and full extent of event’s details.





Bi-Weekly Calendar

The Bi-Weekly Calendar is literally a calendar that shows all of the events that are going on with the Center for Career Development for the next two weeks.

The Bi-Weekly Calendar is sent to department representatives every other Tuesday via the Career Development email address. Counselors provide the list of department reps at the beginning of each semester. **Access the list here.**

DETAILS

- Events to be included on the Calendar are pulled from the Workshop Drive
- Grad Student events are listed in Green
- Learning Labs are listed in Gold
- Calendars are printed the Wednesday prior to the first day on the calendar (i.e. printed 2/14 for 2/19-3/2). And distributed to residence halls by Friday.

Access the distribution list here.

Poster/Flyer Distribution

Posters or Flyers are created for tier one and tier two CCD programs. After these are designed and put together they are sent out to residence halls and select places across campus. **Access the distribution list here.**

This list is from the Student Affairs Communicator Toolkit, a google sheet put together by communicators within the division.

Access the Toolkit here.

Posters/flyers that are 8.5x11" can be printed in house. Anything that is larger, like an 11x17", need to be printed through FedEx. **See an email example on sending instructions to FedEx for printing to the right:**

EXAMPLE

CENTER FOR CAREER DEVELOPMENT JANUARY 14 - 25

MONDAY 14	TUESDAY 15	WEDNESDAY 16	THURSDAY 17	FRIDAY 18
Walk-Ins 2:00-4:00pm 4:00-7:00pm	Walk-Ins 2:00-4:00pm 4:00-7:00pm	Walk-Ins 2:00-4:00pm 4:00-7:00pm Critical Conversations 5pm, 512 Duncan SC	Walk-Ins 2:00-4:00pm 4:00-7:00pm Critical Conversations 11:30AM, 512 Duncan SC	Walk-Ins 2:00-4:00pm LL Writing Your First Resume 1:15pm, 512 Duncan SC LL Career Fair Prep 1pm, 512 Duncan SC
MONDAY 21	TUESDAY 22	WEDNESDAY 23	THURSDAY 24	FRIDAY 25
Walk-Ins 2:00-4:00pm 4:00-7:00pm Arts & Letters Resume Reviews 3-5pm, O'Shaug Carron Family Commons LL Writing Your First Resume 1:30pm, 512 Duncan SC LL Career Fair Prep 1pm, 4:15pm, 512 Duncan SC 3MT Info Session 5pm, 213 Duncan SC	Walk-Ins 2:00-4:00pm 4:00-7:00pm Arts & Letters Resume Reviews 9-11am, O'Shaug Carron Family Commons 3MT Info Session 5pm, 213 Duncan SC LL Career Fair Prep 12pm, 3pm, 4:15pm, 512 Duncan SC LL Writing Your First Resume 1:30pm, 512 Duncan SC Engineering Resume Reviews 2-4pm, Streason Remick 112	Walk-Ins 2:00-4:00pm 4:00-7:00pm LL Writing Your First Resume 12pm, 512 Duncan SC Arts & Letters Resume Reviews 1-3pm, O'Shaug Carron Family Commons LL Career Fair Prep 1:30pm, 512 Duncan SC Science Resume Reviews 3-5pm, Jordan Hall of Science AAU: 30 Second Pitch 4pm, 512 Duncan SC	Walk-Ins 2:00-4:00pm 4:00-7:00pm LL Career Fair Prep 3:30pm, 3pm, 512 Duncan SC Arts & Letters Resume Reviews 2-5pm, O'Shaug Carron Family Commons LL Writing Your First Resume 5pm, 512 Duncan SC	Walk-Ins 2:00-4:00pm LL Writing Your First Resume 11am, 512 Duncan SC Career Fair Prep for Engineers 1pm, 512 Duncan SC Arts & Letters Resume Reviews 2-4pm, O'Shaug Carron Family Commons

CONNECT WITH US
 @NDCareerDev | NDCareerDevelopment | @NDCareerDev | CareerDevelopment@nd.edu

SCHEDULE AN APPOINTMENT
 Online at Undergradcareers.nd.edu and Gradcareers.nd.edu, or call (574) 631-5100

OFFICE HOURS
 Monday - Friday, 8am-5pm, 5th Floor, Duncan Student Center

Grad Students | Learning Labs

usa0195@fedex.com

Email: usa0195@fedex.com

Can you please print the attached 11x17 poster (one sided), full color, with bleed? A general paper type can be used (nothing too fancy). We will need 150 total.

If they could be delivered by Wednesday to our office that would be great!

FOAPAL: 100000-17005-71176-50000

My ND ID # is: 902054380



Emails and Newsletters

Having a PowerPoint template makes putting together presentations easy. There are currently three different templates that live on the drive for use. Below are reasons WHY we have PowerPoint templates for the Center for Career Development:

Go IRISH Weekly Emails

Every Tuesday, an email is sent out to all students through our job search platform (currently Go IRISH). As long as our staff members have a student Go IRISH account they also will receive the Tuesday email. **An example of what the format of the email looks like is featured to the right:**

- Emails are sent out in the early afternoon, only to undergraduate students, and organized by college.
- The “header” of the email can be tailored to feature or call out events, pictures, videos, and graphics. Text in this space is linkable.
- The Content is pulled from what has been entered in to Go IRISH. The content pulled for each email also needs to pertain to the audience it’s going out to (Arts and Letters events go out to A&L students, Business events go out to MCOB students, etc.).
- The “footer” of the email includes the CCD email and social media accounts - all are linked. A “picture of the week” should always be featured at the closing of the email with a brief caption.

CENTER FOR CAREER DEVELOPMENT Career Development News - 4.23.19

For Career Placement

SUMMER FUNDING
 Apply to receive financial aid to support your summer. Funding helps with food, transportation, and housing.
[Learn more about our Summer Funding](#)
 Round 2 Application Deadline: April 23 (only available to students to receive a letter after April 1st April 2)
 Questions? Contact Mary Ford at mford@indiana.edu

Pedro Henrique Navarro
 Pedro Henrique Navarro received an NSF grant with the help of Summer Funding. Please visit Pedro's bio page [here](#) for more information about his research and his work.

WHERE IN THE WORLD ARE ND STUDENTS?
 Share where you'll be during the summer, and we'll let you know who else has the same idea! They'll be in the same place as you! We'll be happy to help you find a roommate for your trip or help you find a place to stay.
 Questions? Please reach out to summer@indiana.edu or call 574-453-5252

Workshops | Info Sessions

Workshops

Info Sessions

Upcoming Information Sessions

The Whitley-Turner Contracting Company - CANCELLED Introduction to The Whitley-Turner Contracting Company
 START DATE/TIME: APR 23 2019, 8:30 PM
 END DATE/TIME: APR 23 2019, 7:30 PM
 LOCATION: Merrillville - Room 102

Area Management - Area Management Informational Session
 START DATE/TIME: APR 24 2019, 7:00 PM
 END DATE/TIME: APR 24 2019, 8:30 PM
 LOCATION: Merrillville - Room 102

Target Headquarters - TARGET LAB x CHICAGO
 START DATE/TIME: APR 25 2019, 10:30 PM
 END DATE/TIME: APR 25 2019, 7:30 PM
 LOCATION: Chicago

FTI Consulting - FTI Consulting's Office of the CFO Solutions
 START DATE/TIME: APR 25 2019, 11:30 AM
 END DATE/TIME: APR 25 2019, 1:30 PM
 LOCATION: ISS

Accenture - Accenture Student Social
 START DATE/TIME: APR 25 2019, 6:30 PM
 END DATE/TIME: APR 25 2019, 9:30 PM
 LOCATION: Merrillville - Ballroom

William Blair - William Blair Office Hours
 START DATE/TIME: APR 25 2019, 8:00 AM
 END DATE/TIME: APR 25 2019, 5:00 PM
 LOCATION: Duncan Student Center

The Center for Career Development
careerdevelopment.ind.edu | careerdevelopment@ind.edu | [Twitter](#) | [LinkedIn](#) | [Facebook](#)

Photo of the week:

Last Wednesday, 50 local companies in the South West and South East regions invited companies for our first Regional Internship & Career Fair.

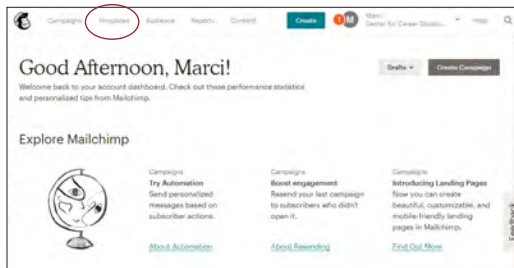
Faculty and Employer Newsletters

Beginning Fall 2019, the Center for Career Development will be sending out two separate newsletters five times a year to Faculty and Employers. These newsletters will be sent out via MailChimp and will include important information going on with the department pertaining to programs, fairs, career info, and more. The main topics will be decided by the Leadership Team. **An example of the layout is to the right:**

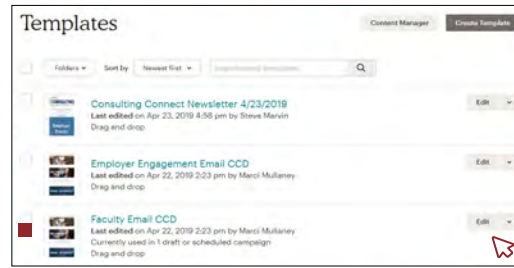
Timeline for distribution:

- Back to School - August
- Fall Break - October
- Back from Winter Break - January
- Spring Break - March
- Commencement - May

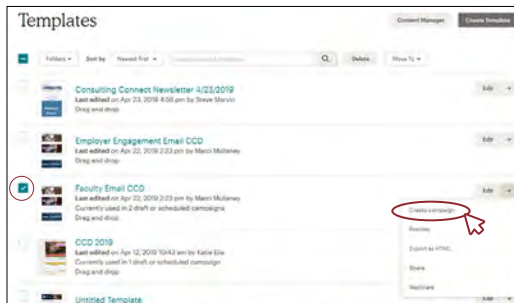
1. Once logged in and on the home page, click on Templates.



2. Next, check the box to the left of the template then click Edit.



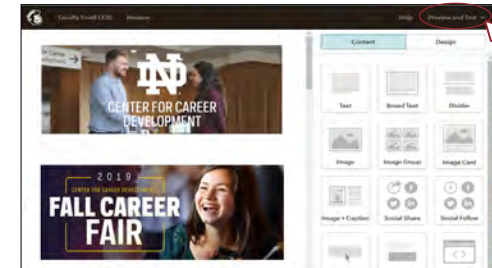
4. When the email is ready to send, go to the Templates page, check box next to template, then under the carrot select Create Campaign.



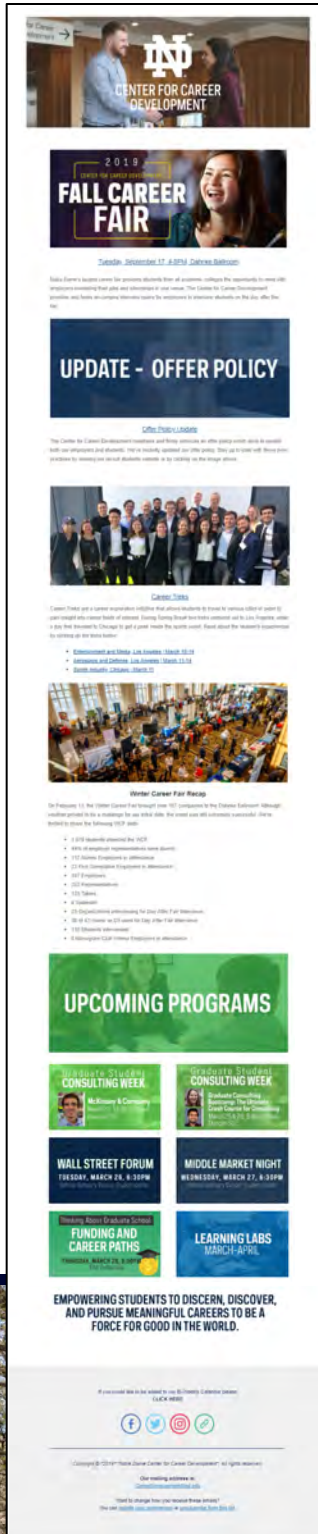
5. Select who to send to in Add Recipients, select what email address it's coming from in Add From, then Add Subject. The email is now ready to send.



3. Once in the editor, changes and updates can be made. To test the email, click on Preview and Test.



6. To review open and click rate of sent emails, click the Reports tab.





Week@ND Newsletter

Every Monday, the Week@ND sends out separate student and faculty.staff emails for their newsletter. Submissions for the Week@ND are for both Undergrad and Grad programs. The process to submit information for this is the following:

Format:

The Week@ND follows a strict format for submitting events. If applicable, the title needs to be linked to an event page. The description should be brief, and the date and time must come last and bolded. **Weekly submissions are saved here.** For our events to be included please follow the example below:

State Department: State Bureau of Overseas Building Operations

A presentation about Careers in Real Estate, Architecture, Engineering and more with the State Department State Bureau of Overseas Buildings Operations.

Monday, Apr. 29, 5:00 p.m. to 6:00 p.m., 102 DeBartolo

Contact & Deadline:

Name: Jennifer Laiber

Email: theweek@nd.edu

Due: Submissions are due through Qualtrics. **SUBMIT AN EVENT HERE.** *The MarComm Manager OR MarComm Career Assistant will submit events
Submissions for the following week are due on **Wednesday by 1:00pm** (Ex. If submitting for the week of April 29, a submission must be sent the morning of April 24).

The Stream

The Graduate Student Life team publishes The Stream, an email newsletter that highlights relevant academic, professional development, and wellness and recreation events and information, every Tuesday afternoon.

Format:

For our events to be included please follow the example below:

Arts & Letters Graduate Student and 5+1 Walk-In Career Appointments

Friday, April 5, 11:00 a.m. to 2:00 p.m., 134 Hesburgh Library

These will be 10-15 minute quick check in appointments focused on one topic, or a variety of topics, within the areas of Career Exploration, Application Process, and Job Search & Interviewing.

Contact & Deadline:

Name: Mimi Beck

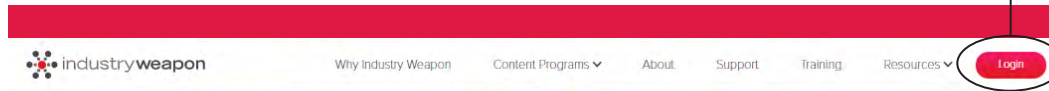
Email: mbeck@nd.edu or submit via this Google Form

Due: To submit an event or announcement for inclusion in The Stream, please **submit by 5:00 p.m. the Friday before you want your item to appear.**

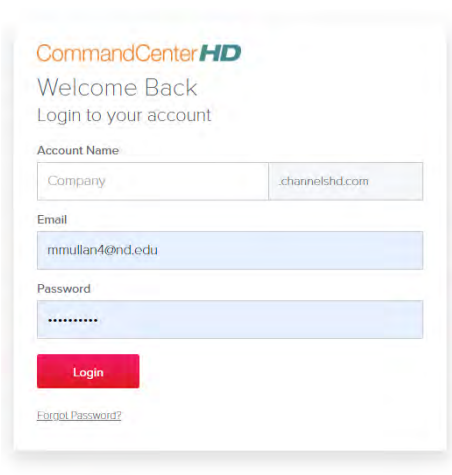
*The MarComm Manager OR MarComm Career Assistant will submit events

Digital Signage

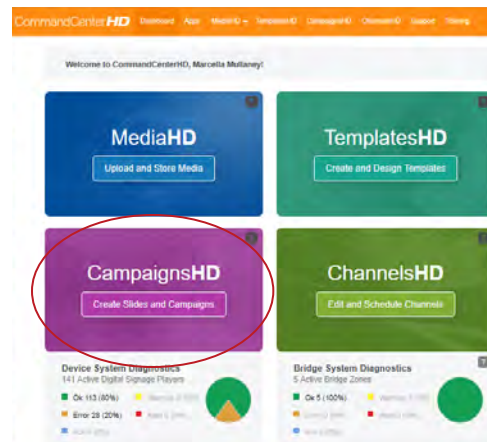
Industry Weapon is the online program used to schedule and upload digital signage. To upload digital signage, go to the Industry Weapon website (click logo below) then click login button.



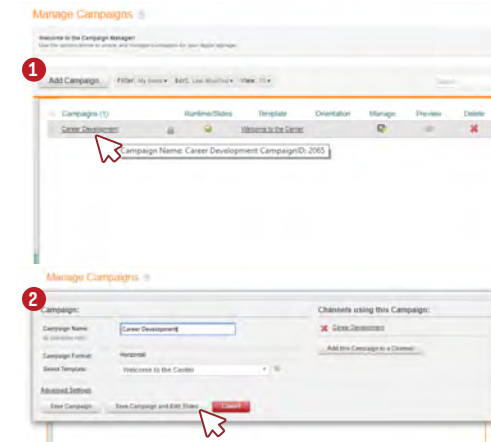
1. Login to the account
Account Name: nd.channelshd.com



2. On the home page, click CampaignsHD



3. Next, click on the Career Development Campaign title (far left) then Save Campaign and edit slides



4. Next, click on Add Slide - an Empty Slide will show up. Then click the Media button.



5. When the Media Library appears, click +AddMedia, then Choose File to upload the .jpg and click Save Image



6. When the slide is uploaded click on Slide Settings and make sure to schedule the Activation date/time and Deactivation date/time. The Slide will NOT appear on signage until the Slide is Active Button is Green and Save is clicked.





Digital Signage continued...

Outside of our fifth floor of Duncan, Digital Signage can also be submitted to other areas around campus. Make sure the signage is formatted as instructed below before emailing.

Duncan Student Center, First Floor

Digital signage on the first floor are located by the South elevators as well as in the center concourse of the floor near the eating areas.

Email: Ron Grisoli, rgrisoli@nd.edu

Format: 1080 pixels tall x 1920 pixels wide.

LaFortune

Four LCD monitors are strategically located next to the elevator on each floor to provide content for students and other guests of LaFortune.

Email: saolcd@nd.edu

Format: 1080 pixels wide x 1920 pixels tall.

Mendoza

Digital signage is located around the College of business.

Email: Carol Elliott, celliot1@nd.edu

Format: 1080 pixels tall x 1920 pixels wide.

O'Shaughnessy

O'Shaughnessy. Digital signage is located around O'Shaug hall.

Email: Josh Weinhold, josh.weinhold@nd.edu

Format: 1080 pixels tall x 1920 pixels wide.

CONTACTS

PRINT

FastSigns

Name: Carolyn Spear
Email: fastsigns.355@fastsigns.com
Phone: (574) 254-0545

Rink Printing

Name: Bill Deehardt
Email: deehardt@rinkprinting.com
Phone: (574) 252-7935

FedEx

Name: General Staff (Typically Louis)
Email: Usa0195@fedex.com
Phone: (574) 271-0398

Name: DeeAnne Locsi, CS Specialist
Email: deeanne.locsi@fedex.com
Phone: (574) 261-9026

Harmony Marketing

Name: Mary Beth Fewell
Email: Mary.Beth.Fewell@hmktgroup.com
Phone: (574) 274-2723

McKay Press

Name: Dorr Walter
Email: dwalter@mckaypress.com
Phone: (989) 631-2360 - Ext. 314

DINING HALL

Table Tents

Name: Julie Kluszcynski
Email: jkluszcz@nd.edu
Phone: (574) 631-7550

DIVISION

The contacts listed below are members of the Student Affairs Communicators Group

Student Affairs

Name: Kate Morgan
Email: kmorgan4@nd.edu
Phone: (574) 631-1377

Campus Ministry

Name: Danielle Collins
Email: Danielle.Collins@nd.edu
Phone: (574) 631-5241

Rec Sports

Name: Kendra Bayne
Email: kbayne@nd.edu
Phone: (574) 631-1799

GRC

Name: Sara Agostinelli
Email: sagostin@nd.edu
Phone: (574) 631-1613

MSPS

Name: Yvette Rodriguez
Email: yrodrig2@nd.edu
Phone: (574) 631-3660

SAO

Name: Casey St. Aubin
Email: cstaubin@nd.edu
Phone: (574) 631-4602

McWell

Name: Mara Trionfero
Email: mtrionfe@nd.edu
Phone: (574) 631-8138

Univ. Health Services

Name: Nichole Rodriguez
Email: nrodrig4@nd.edu
Phone: (574) 631-7103



QUESTIONS?

Contact Marci Mullaney

Marketing & Communications Program Manager, Center for Career Development

mmullan4@nd.edu | (574) 631-3494 | (765) 667-0995

