

WORKFLOW INNOVATION

MARKETING DEPARTMENT – TEAM INNOVATION AWARD 2016



BRAZOSPORT COLLEGE


- The Marketing department was seeking a new workflow style. We wanted to cut down on chasing papers and spend more time working on projects.
- Too much time was spent asking “what are you working on” instead of working on projects.



CENTRAL INTAKE

Online request form

- Asks general questions from users so we can easily identify the type of request, deadline, budget, etc.
- Able to keep track of all requests in one place instead of looking through emails, voicemails, etc
- Email alert sent to entire department when new project is submitted
- www.brazosport.edu/project



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Marketing & Communications

Kudos

Libraries

Logos & Guidelines

[Request a Project](#)

Web Committee

Policies

Our Department Objectives

Kudos Submission

External Publications

Brazosport College > Marketing & Communications > Request a Project

Request a Project

Project Request

Please allow 10 business days for each project request. You may request more than one project at once; **however, requesting additional materials once production has started may delay your completion time.** Once you have requested a project, you will be added into Asana, our project manager. If you have not used Asana yet, be on the look out for an email invitation to join.

Name *

Department

Email *

Account # (not mandatory)

Type of Project *

<input type="checkbox"/> Social Media Advertising	<input type="checkbox"/> 8.5x11 Flyers
<input type="checkbox"/> 11x17 Flyers	<input type="checkbox"/> Handout flyers, (half sheet or smaller)
<input type="checkbox"/> Artwork	<input type="checkbox"/> Photography
<input type="checkbox"/> Press Release	<input type="checkbox"/> Editing
<input type="checkbox"/> Promotional Items	<input type="checkbox"/> Website Work
<input type="checkbox"/> Social Media Advertising	<input type="checkbox"/> Gator TV Slide
<input type="checkbox"/> Outdoor LED Sign	<input type="checkbox"/> Website Calendar
<input type="checkbox"/> BC - Announce	<input type="checkbox"/> Email to students (requires further approval)
<input type="checkbox"/> Other or additional info	

Is this a grant funded project which requires specific wording or logos? *

☐ Yes ☐ No

Project Description

Please add any attachments you would like us to use or reference. No file chosen

Does your project require follow up?

<input type="checkbox"/> Help me decide on advertising materials
<input type="checkbox"/> I need email blasts sent
<input type="checkbox"/> I need to find old photos
<input type="checkbox"/> I need to meet face-to-face

JOTFORM

- While there are many form tools available, we did not have one that worked well with SharePoint, so we chose to use JotForm.
- Forms were not branded by the company
- Drag and drop interface makes it user friendly
- Easy to integrate with SharePoint
- Automated email responses and forwarding
- Integrates with Asana



ASANA

- Streamline workflow
 - See users' to-do list
 - Manage Deadlines
 - Comments and attachments in one place, great for collaborative editing
- Consolidates paper forms, emails, memos and voicemails in one location



The image shows a screenshot of the Asana website's landing page. At the top, the Asana logo is in the upper left corner, and a hamburger menu icon is in the upper right. The main header has a large orange-to-red gradient background with the text "Move work forward" in white. Below this, a smaller line of text states "Asana is the easiest way for teams to track their work—and get results." There is a white input field containing "name@company.com" and a blue button labeled "Get Started for FREE". The lower section has a white background with a colorful heart-shaped logo made of geometric shapes. Below the heart, the text "Great teams get great results with Asana" is displayed. Underneath, a paragraph reads "From companies with off-the-charts growth to local businesses and non-profits, teams love Asana." A row of logos for partner companies follows: The New Yorker, MLB, Salesforce, Khan Academy, Harvard University, and Uber. At the bottom, there is a blue button that says "See What Teams Do #withAsana".

asana

Move work forward

Asana is the easiest way for teams to track their work—and get results.

name@company.com [Get Started for FREE](#)

Great teams get great results with Asana

From companies with off-the-charts growth to local businesses and non-profits, teams love Asana.

THE NEW YORKER

MLB

salesforce

KHAN ACADEMY

HARVARD UNIVERSITY

UBER


[See What Teams Do #withAsana](#)

ASANA

- Add tasks via email
- Great meeting tool
 - Create actionable tasks
 - Assign immediately
 - Set deadlines
- Integrates with Drop Box, Google Drive and Box
- Mobile App
- Easy to adjust to your department needs

UMBRELLAS IN ASANA

Workspace	Marketing Department
Project	Departments/Annual Projects
Tasks	Project Requests
Subtasks	Subtasks/Steps to completion

×

Graduation 2016

Graphics

History

Human Resources

Identity Standards

IT Collaboration

jumpstart 2015

Jumpstart Prescreening 2015...

Kudos

LED & Calendars

Library

Life Science

Mall submissions

Marketing Office 15-16

Math Bridge

Math Department

Multicultural Club

Music

Office Admin & Cnst Trade


Ongoing Email Marketing Cam..

Phi Theta Kappa

Photography

MY TASKS

MY INBOX




Q Search

WORKSPACE

?





Marketing



PROJECT

★ Marketing Office 15-16

▼



+3

+

Private to members

LIST OF PROJECTS

▲

List

Conversations

Calendar


Progress


Files

TASK LIST FOR PROJECT

Add Task


1






Update presentation for taccm

2




THECB Board Room Photo

3




Update Billboard artwork

4




Project request from Kelli Forde Spiers, Student Life

5





TV Slide & Ticker Update


6





update snap chat daily


























SORTING OPTIONS

View: Incomplete Tasks

▼

RECOMMENDED VIEWS

✓ Incomplete Tasks

Completed Tasks

All Tasks

Tasks By Due Date

Tasks By Assignee

Popular Tasks

Save as Default View for Everyone

Customize View

All Completed Tasks

SHOW RECENTLY COMPLETED TASKS

Today


Yesterday

1 Week


2 Weeks


3 Weeks


Beckie R





Today











×

Marketing Office 15-...

tion for taccm

to be more taccm audience

Thursday

update to June 8. Thursday

ing Office 15-16. Thursday

Beckie Rodriguez changed the name to "Update presentation for taccm".

Show Original 9:38am

ASSIGNEE & DUE DATE



Beckie R



Today



Marketing Office 15-...

TASK NAME & DESCRIPTION



Update presentation for taccm

update innovation presentation to be more taccm audience friendly

SUBTASKS



Edit videos



Create labeled screen shots



Create Testing Workspace



TASK HISTORY

Beckie Rodriguez created task. Thursday

Beckie Rodriguez changed the due date to June 8. Thursday

Beckie Rodriguez assigned to you. Thursday

Beckie Rodriguez added to Marketing Office 15-16. Thursday

Beckie Rodriguez changed the name to "Update presentation for taccm".

[Show Original](#) 9:38am

MON	TUE	WED	THU	FRI
<div>4 more...</div> <div>21 22</div> <div> Klassical Kids presser Jazz Band presser - Feb 2016 Tommy's menu blast Call for Poetry </div>	<div>1 more...</div> <div>23</div> <div> Nora Chashmawala tutor pic Scholastic Cards Cheers for 10 Years-Bluewater Hwy ad </div>	<div>3 more...</div> <div>24</div> <div> Table Tent Renee Coffee photo for Gator scholarship Emily Basinger photo for Gator scholarship Pics to Nicole for newsletter </div> <div>4 more...</div>	<div>1 more...</div> <div>25</div> <div> Whole Foods Workshop - BC ANNOUNCE From the Top event evite Project request from Nicole Tunmire, FAFSA Workshop print outs </div>	<div>5 more...</div> <div>26</div> <div> GenTX way to pay day Marketing needs for the SSC Brandon Kasinger tutor pic processed Career Fair trifold </div>
<div>28 29</div> <div> update snap chat daily 9am Nora Chashmawala tutor pic processed Angel Trevino tutor pic processed Tommy's menu blast </div> <div>2 more...</div>	<div>Mar 1</div> <div> Refresh the Rotator update snap chat daily 9am SGA Conference trifold SVA Logo </div> <div>2 more...</div>	<div>2</div> <div> GATOR pics released Maria Prince Pope graduation signs Facts-Cheers for 10 Years ad - (changed) </div>	<div>3</div> <div> update snap chat daily 9am BC Recycles BC Loves You Logo Pre-PI Day 2016 </div> <div>1 more...</div>	<div>4</div> <div> Sponsor a Scholar website banner Individualized Transitional Mathematics (ITM) program Facts-Third Coast Percussion ad - (changed) Block Scheduling Plan </div> <div>2 more...</div>
<div>6 7</div> <div> Graduation application </div>	<div>8</div>	<div>9</div>	<div>10</div> <div> Student Veterans Association Logo </div>	<div>11</div> <div> Columbia Charter School - FAFSA Workshop </div>
<div>13 14</div> <div> TV Slide & Ticker Update Tommy's menu blast Gator Grab Auction Video </div>	<div>15</div> <div> LGBTQ heroes update all media for 2016 auction Photo and brief story on Shane Pirtle </div>	<div>16</div>	<div>17</div> <div> Project request from Brooke Woosley, Financial Aid Priority Registration Promotion CRASE presentation </div>	<div>18</div> <div> Fitness Loft t-shirt </div>
<div>20 21</div>	<div>22</div>	<div>23</div> <div> Chevron photo released </div>	<div>24</div>	<div>25</div>
<div>27 28</div>	<div>29</div>	<div>30</div> <div> Facts-Third Coast Percussion ad </div>	<div>31</div> <div> Annual Golf Tournament </div>	<div>Apr 1</div> <div> Clarion Video - Employee Campaign HiP-Third Coast Percussion ad </div>

MY TASKS MY INBOX +

Search

Marketing

Billy's Tasks in Marketing

List Calendar Files

Add Task

View: Tasks By Due Date

✓ presser < BC Recycles	Feb 29
✓ GATOR pics released	Photography Yesterday
✓ Photo and brief story on Shane Pirtle	Photography Mar 15
✓ Chevron photo released	Press Role... Mar 23
✓ WLLS Photos - Elizabeth Smart < Women's Lecture Luncheon Series 15-16	Apr 7
✓ Employee recognition dinner	Photography Apr 8
✓ Third Coast Percussion concert	Photography Apr 15
✓ Blue Water Highway concert	Photography Apr 29
✓ Event Photography < Foundation - Cheers to 10 Years	Apr 29

▼ Later

► Clarion 14-15 (1)

► General College (1)

► Marketing Meetings (1)

▼ No project

✓ photography < Foundation Annual Campaign
✓ Photography < Employee Annual Campaign
✓ Accelerate Texas Week
✓ Press Release Project Big Bird < Project Big Bird
✓ Photos Printed < Foundation - Clarion Ads
✓ Press Release < Massage therapy internship
✓ veterans in petrochemicals lead? < Veterans activities

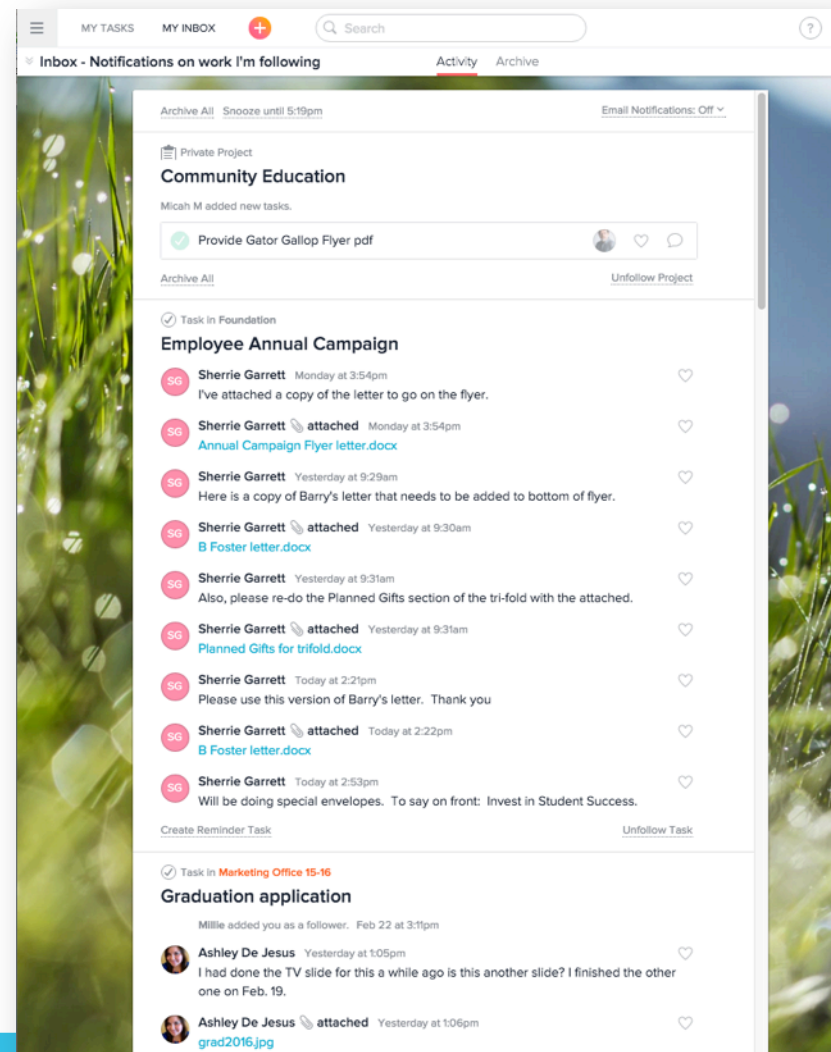
TASK LIST

Each teammate can sort their task list by:

- Date
- Project
- Completion

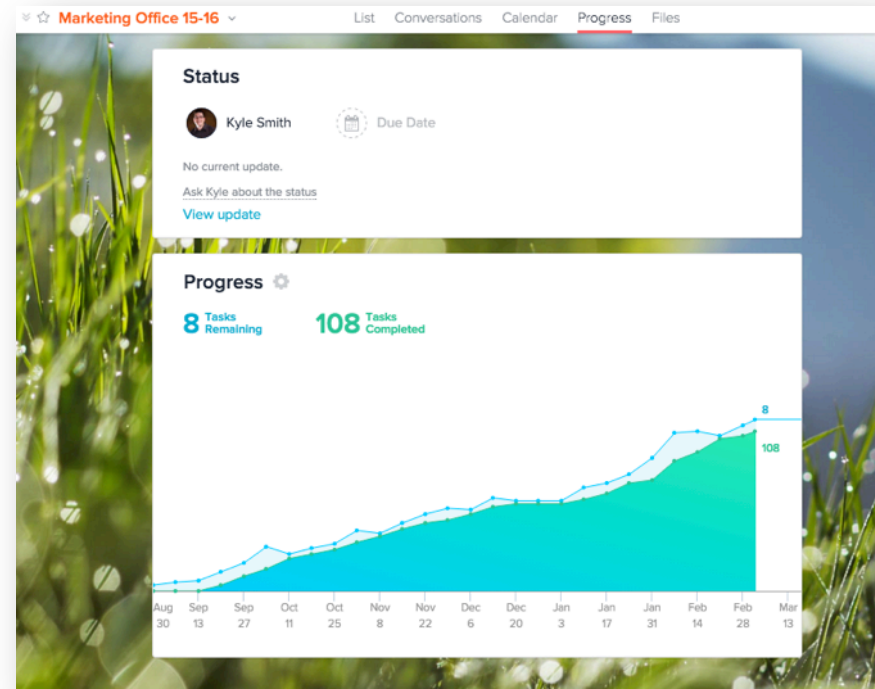
INBOX

- View updates on projects you are following



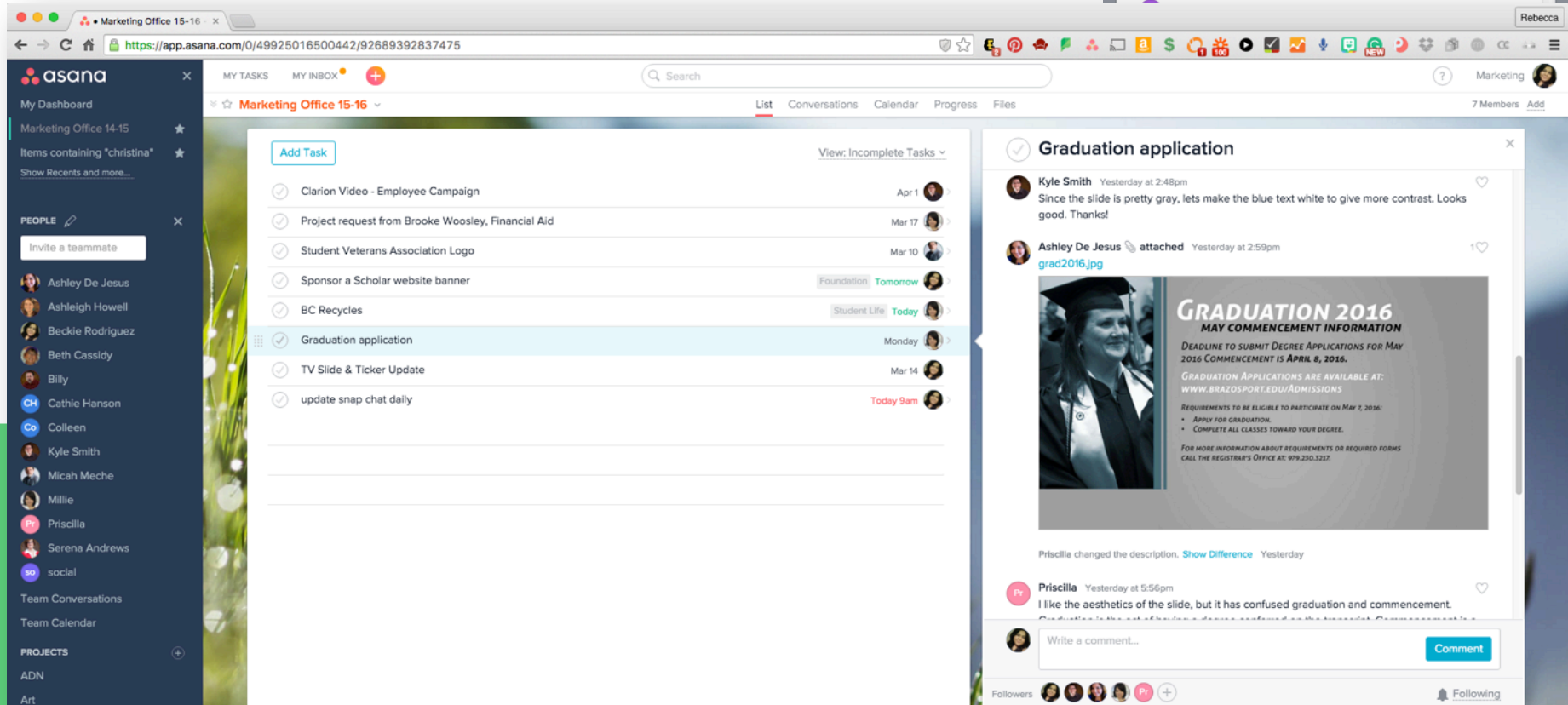
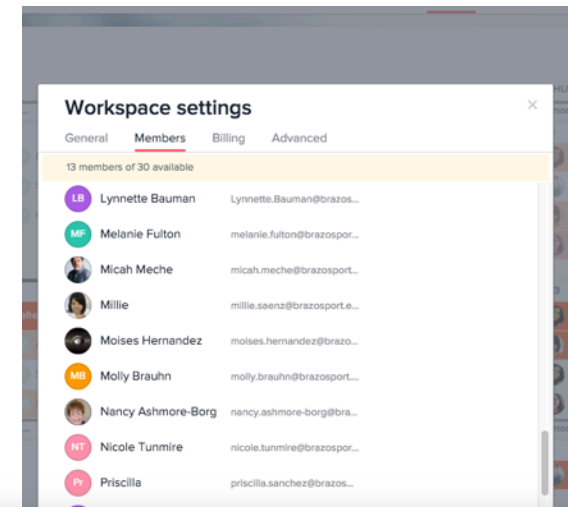
DASHBOARD VIEW

- Check overall progress on a project at a glance



EXPANDING ACROSS CAMPUS

- Include members of other departments
- Allow them to see status, proofs of their projects
- Hosted a workshop during Convocation Week
- Open lines of communication



EXCEEDING EXPECTATIONS

- Peer recruiter office
- Information requests
- Track students from inquiry to enrollment

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The College of Choice®

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ort College > Register at BC

ity Registration begins April 4



What should I do to prepare for registration?

Applying for admission is the first step to registering as a new student to Brazosport College. Complete your free application at www.applytexas.org. Once you have completed your application, you will receive an email containing your student ID and PIN number. A hold will be placed on your account until you will not be able to register until required documents are taken to the Registrar's office.

Additional documents may be required for admissions:

- High school transcript or GED, if this is the first time you attend college.
- College transcript, if you have attended another college.

Bacterial meningitis vaccination is required for all students under the age of 22. You will be allowed to register without proof of this vaccination. If you are under the age of 22 but only taking online courses, you can request a waiver for this vaccination in person at the Registrar's office.

Apply for financial aid and scholarships. A FAFSA (Free Application for Federal Student Aid) must be completed at www.fafsa.gov. The Brazosport College school code is "007287". Assistance filling out the FAFSA is available at the Career Center. Many scholarships are also offered. Visit our scholarship site at [Scholarship Aid website](#) for more information on money available.

Work-study opportunities are also available for those who qualify. [Apply here.](#)

If you are a GI or Hazelwood beneficiary, please bring your DD214 if you would like to apply to use your GI or Hazelwood benefits.

Placement testing, also known as the TSI exam, is required for all incoming students. If you have test scores for the ACT, SAT, TAKS, or STARR testing that are less than five years old, you may be exempt from TSI testing. Incoming students can look up [TSI test dates online](#), however you must appear for a TSI exam at the front desk in the BC Lobby and pay \$29 at the cashier's office. Please

Priority registration for current students begins April 4.

Open registration begins May 2.

Contact Us

We're here to guide you through the registration process. Use the form below or call us at 979.230.3000 for more information.

Name *

Phone number *

Email *

Questions about registration

I am a _____ student *

☐ New

☐ Current

☐ Returning

SUBMIT

Peer Recruiters + Asana