Communications and Outreach Guide

Northwestern University Feinberg School of Medicine
Basic Science Administration
Updated August 2024

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Additional Tools and Resources

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Feinberg Brand and Style Guidelines and Templates

Brand Guidelines

The [Northwestern Medicine brand guidelines](#) include logo usage, sizing and color to help us effectively and consistently share brand-appropriate materials.

Branded Templates

Branded templates, provided by the Feinberg [Office of Communications](#), are available in Power-Point, InDesign and Microsoft Word formats.

Please contact [medcommunications@northwestern.edu](#), if you experience issues with accessing assets.

[DOWNLOAD FEINBERG TEMPLATES](#)

PowerPoint presentations

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Reports

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Room cards

Electronic Letterhead

[C2 Imaging](#) is our new preferred vendor for branded stationery items, including electronic letterhead. Feinberg items will be available to purchase in [iBuyNU](#) by the end of summer 2024.

C2 Imaging Rep: Ed Biggott, [ed.biggott@vomela.com](#), 847-621-5136

Style Guidelines

In alignment with the Feinberg Office of Communications, the use of [AP Style](#) for all websites, publications and formal communications such as event invites and announcements is recommended. The entries below represent frequently used or notable exceptions.

"Dr." Title

We list doctoral degrees on first reference (see below), but do not use the "Dr." title in the first or any subsequent reference. This is an exception to AP Style.

Feinberg Faculty

On first reference, include the degree(s) of all faculty members after their name (e.g., MD, PhD, DO) as well as GME if completed at Northwestern. Separate dual degrees by a comma when used after a person's first name. Do not insert periods in degree(s) (e.g., M.D., Ph.D.).

John Doe, MD, PhD

When referenced in-text for the purpose of publications or blog posts, include the faculty member's Feinberg title (including any named professorships) on first reference, as well as a link to the [faculty member's profile](#) and any department or division pages.

Faculty titles are not capitalized but department names are.

Professors should be listed as <name>, <faculty title> of <Department> in the Division of <Division>.

[Jeffrey Sosman, MD](#), professor of [Medicine](#) in the Division of [Hematology and Oncology](#)

Faculty who are department chairs should list their department affiliation only: <name>, chair of <Department>.

> *Alfred George, Jr., MD,* chair of *Pharmacology*

To reduce length or improve clarity, move secondary appointments to second or subsequent references.

> *Adler is also an associate professor of Medical Education.*

> *George, who is also Magerstadt Professor of Pharmacology and Director of the Center for Pharmacogenomics, said...*

Otherwise, omit entirely as appropriate to the story.

Always attempt to include endowed chair titles and dean-level appointments on first reference.

> *Rex Chisholm, PhD, vice dean for Scientific Affairs and Graduate Education and Adam and Richard T. Lind Professor of Medical Genetics*

Some case-by-case exceptions may be needed for clarity or length.

For departments that do not have divisions, continue the "of" usage without the "Division" phrase.

> *Vipul Shukla, PhD, assistant professor of Cell and Developmental Biology*

In a story that mentions multiple faculty members from the same division, second (and subsequent) faculty affiliations can omit the "in the Division of" language. But if different divisions or departments are represented, the full affiliation should be used in all cases.

School Name

Use "Northwestern University Feinberg School of Medicine" on first reference within a page, and "Feinberg" or "the medical school" on second reference. Never use "Feinberg School of Medicine," "Feinberg School" or "FSM."

BSA Listserv Guide

The Basic Science Administration maintains numerous listservs for faculty, staff and student use. The electronic mailing lists offer an efficient way to disseminate information to large numbers of people using a single email address. Users are added to appropriate listservs depending on their roles within the department.

LISTSERV QUICKLINKS AND CONTACTS

Direct Login to Listserv Admin Dashboard (login with your email address and NetID password)

NUIT Knowledge Base

Listserv Request Form

Listserv Policies and Guidelines

Breakdown of Basic Science Listservs and Guidelines

Note: Categories are NOT uniform across departments. Notice differences in how positions like research faculty are handled (e.g., postdocs vs. faculty)

Northwestern University IT Help
Need IT help related to listservs?
Email: **consultant@northwestern.edu**

Primary Contact for BSA Listservs
Yesenia Navarro, Communications Specialist
Email: **yesenia.navarro@northwestern.edu**

Listserv 'How-To'

List Dashboard

The list dashboard contains lists that you own/manage. Owners control access to the list and define the configuration settings.

From the Dashboard

Clicking on the list name will pull up the latest messages as well as an archive of past messages.

Clicking on the number of subscribers will pull up the subscriber list and the option to add or delete subscribers.

Subscriber Management

When you search for a subscriber in the "Subscription Management" tab, you can specify a certain list, or choose the "Select List" option to search in all lists you own.

Note: When you search for subscribers, you must enter the email address only (no names).

Adding Subscribers

* Remember to add subscribers to BSFSM-ALL and your department listservs.

Note the accepted formats of email address entry:

henry@somewhere.com Henry Brown

Henry Brown <henry@somewhere.com>

Adding Subscribers Via Subscriber Management Menu

- Select "Subscriber Management" from the left-hand navigation menu
- Select the list you would like to add the person to
- Enter their email address and name in the entry field (note option to notify the user that they are being added, or the default do not notify option)

Adding Subscribers Via Subscriber Reports Menu

Select "Subscriber Reports" from left-navigation menu (or click the number of subscribers from the "List Dashboard" to pull up "Subscriber Reports").

Adding a Subscriber by Selecting a List

Use the "Add Subscriber" entry field. (Note option directly below the "Add Subscriber" field to "Send Email Notification." Check this box before clicking the "Add Subscriber" button if you want the person to know that they have been added to the listserv). This also serves as a notification to co-list owners that an individual has been added.

You can access "Bulk Operations" from "Subscriber Reports" to add or remove in bulk from a specific list. For specific instructions on how to add or delete subscribers in bulk, please follow Knowledge Base instructions.

LISTSERV TRAINING VIDEOS

Listservs Training Video (recorded October 2021)

Cayosoft Listserv Training Video (back-up listserv platform for the Department of Biochemistry and Molecular Genetics; recorded October 2021)

Receiving a Request to Add a Subscriber

If someone requests to be subscribed to a listserv directly through the listserv system, owners receive an automated message (see Figure 1):

If you click on the provided link, the person will be added to the list automatically.

Thu, 30 Sep 2021 09:14:36

A request for subscription to the BSFSM-ALL list (All Members of Basic Science Div.) has been received from Madeleine Vessely <madeleine.vessely@NORTHWESTERN.EDU>.

You can, at your discretion, click on the following link to add this person to the list:

https://LISTSERV.IT.NORTHWESTERN.EDU/cgi-bin/wa.exe?LCMD=CHARSET+UTF-8+ADD+BSFSM-ALL+madeleine.vessely%40NORTHWESTERN.EDU+Madeleine+Vessely&L=BSFSM-ALL

Figure 1: Sample email request to add a subscriber

Removing Subscribers

* Remember to remove subscribers from BSFSM-ALL and department listservs.

Remove Subscribers Via the "Subscriber Management" Menu

- Select "Subscriber Management" from the left-hand navigation menu
- Select the list you would like to add the person to

- Enter their email address in the "Search for Subscribers" entry field, and click the "Search" button
- Subscriber settings screen will appear (see Figure 2)
- From this screen, you can either select the "Delete" button, which will remove the person from the specific listserv (in this case, BIOCHEM-ALL), or if you select the "Delete from All Lists" button, the person will be removed from all listservs in the system that you own.

Figure 2: Example of subscriber settings screen

Remove Subscribers Via "Subscriber Reports" Menu

- Select "Subscriber Reports" from left-hand navigation menu (or click the number of subscribers from the "List Dashboard" to pull up "Subscriber Reports")
- Select list
- To remove anyone from a specific list, click check box to the left of the name(s)
- Scroll to the bottom of the page and click "Delete Subscribers" button (again, if you select the "Send Email Notification" option at the bottom of the Subscriber Reports page, the subscriber will receive an automated message — in this case that you have removed them from a list)

Exporting List of Subscribers

- Select list in question (either through your "List Dashboard" or "Subscriber Reports")
- The default report format is "Table," which presents a list of subscribers on screen
- If you select "CSV format" from the "Report Format" drop-down menu and click "update," you will get a pop-up to open or save a CSV file, which you can then save as an Excel spreadsheet, if you prefer. (Comma Separated Values format is a plain text format in which values are separated by commas, while Excel spreadsheet files contain information about all the worksheets in a file, including both content and formatting.)

List Configuration / List Moderation

From "List Configuration" in the left-hand navigation, you can select a list to view or change the configuration settings, including send-settings, moderation, list ownership, etc.

The "My Configuration" tab will display an overview of the list settings. As you browse through the configuration tabs, you can click on the small question mark icon to learn more about each setting option or consult the Knowledge Base.

Send Settings Summary

- **Private** - Only people who are subscribed to the list may send mail or files to the list.
- **Editor** - Only a pre-defined editor (or editors) can send mail or files to the list. Any messages sent by non-editors will need to be approved by an editor or moderator before being distributed to list subscribers.
- **Owner** - Only the owners can send mail or files to the list. Quiet owners do not receive the administrative messages generated by the listserv system — for example, when someone unsubscribes from a list or someone requests to join the list.
- **Special**: Dean Eric Neilson and his assistant Sharon Atas are special subscribers to all BSA listservs, which means they can send but do not receive messages to the listserv.

"Confidential" Setting

You can search the "Listserv Archives" in the left-hand navigation menu to determine if your listserv(s) are included in the full listing of available listservs.

BSFSM-ALL Listserv

Note: This list includes the entire BSA community as well as "external" subscribers that are interested in receiving seminar announcements.

The Professional Affairs team is defined as quiet owners they can add or remove individuals for their department.

The list uses the editor and moderator function; all BSA staff members are defined editors. General inboxes are also included as editors for send-privileges (e.g., sqe@northwestern.edu, cgm@northwestern.edu, BSA-Procurement@northwestern.edu).

BSFSM-ALL List Configuration Details

Editor: When used in conjunction with the "**Send= Editor**" option, it causes all mail sent to the list to be automatically forwarded to the first person listed in the "**Editor**=" keyword, who will

then determine whether to allow it to be distributed to the list. The editors are the only persons (with the list owners) who are allowed to mail directly to the list. Any editor can send mail to the list while only the first one will receive copies of mail sent to the list (but see also "**Moderator=**").

When the "Hold" option is enabled "Send= Editor,Hold", the moderators may approve postings using the "OK" mechanism or the web-based moderation interface rather than forwarding the posts back to the list.

This keyword defines which editors of a moderated list receive postings for approving and forwarding to the list. The default is the first editor as defined by the "**Editor=**" keyword. If multiple moderators are defined, the load is spread across them.

Note that all editors may still post directly to the list, but only those editors defined by "**Moderator=**" will have messages from non-editors forwarded to them.

If the parameter "**All**" is coded before the list of moderator addresses, LISTSERV will send copies of all postings to all moderators, any of whom may approve the message.

Other Administrative Messages

Subscription Renewal Monitoring Reports

You will regularly receive "Subscription renewal monitoring reports" via email (see below).

The following 1 subscriber was probed today:

eva.brotslaw@NORTHWESTERN.EDU

Annual System Check

The listserv system also does an annual system check around early July in which every subscriber on every list receives an automated message asking the person either to:
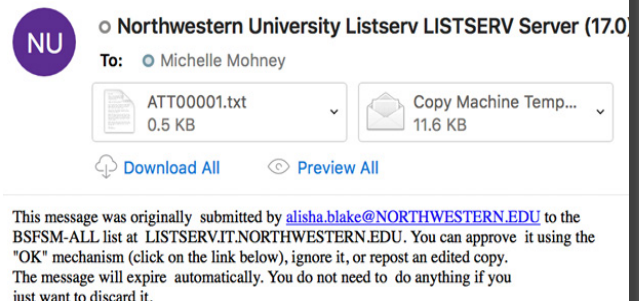
1. Do nothing, which keeps them on the particular list
2. Unsubscribe if they no longer want to receive messages, and instructions to do so are provided in the email.

As list owners, you will receive a barrage of automated emails related to this annual system check.

For Editor/Moderated Lists: "Approval Required" Messages

If you manage a moderated list and an owner or editor   attempts to send a message to the listserv, you will receive an automated message (see below).

BSFSM-ALL: approval required (EB0E1A09)

Northwestern University Listserv LISTSERV Server (17.0)
To: Michelle Mohney

ATT00001.txt 0.5 KB
Copy Machine Temp... 11.6 KB

Download All   Preview All

This message was originally submitted by alisha.blake@NORTHWESTERN.EDU to the BSFSM-ALL list at LISTSERV.IT.NORTHWESTERN.EDU. You can approve it using the "OK" mechanism (click on the link below), ignore it, or repost an edited copy. The message will expire automatically. You do not need to do anything if you just want to discard it.

As depicted, you will receive a copy of the attempted message as an attachment. If you want to approve the message, you can either click on the link in the automated message, or you can sign-in to the listserv system and you will see a prompt that indicates that you have messages awaiting moderation.

Cayosoft Listserv Platform

* For use of the Department of Biochemistry and Molecular Genetics (BMG)

- Owner-only send
- Individuals that should be added as "Quiet" list owners: BSA staff that should have access to send to the BIOCHEM-ALL list and all BMG core faculty members

The original BIOCHEM-ALL listserv was experiencing send issues, so Feinberg IT created a Self-Service Group or distribution list, which is managed by a tool called Cayosoft; It should be maintained to continue to serve as a backup.

Northwestern University IT finds distribution lists more appropriate for communication among members of the Northwestern community. Listservs are typically reserved for communications with a mix of internal and external subscribers.

CAYOSOFT LOGIN AND GROUP DETAILS

[Direct Login to Cayosoft Dashboard](#) (login with your NetID and password)

[Cayosoft Knowledge Base](#)

Group Details:

Name: FSM Biochemistry
Group name: DL_FSM_BIO_CHEM
Email: BIOCHEM-ALL@northwestern.edu

Managers:

Yesenia Navarro
Matt Temkin
Colleen De Luca
Beverly Kirk

Cayosoft Listserv 'How-To'

1. From the "Self-Service" group management dashboard, select "My AD Groups."
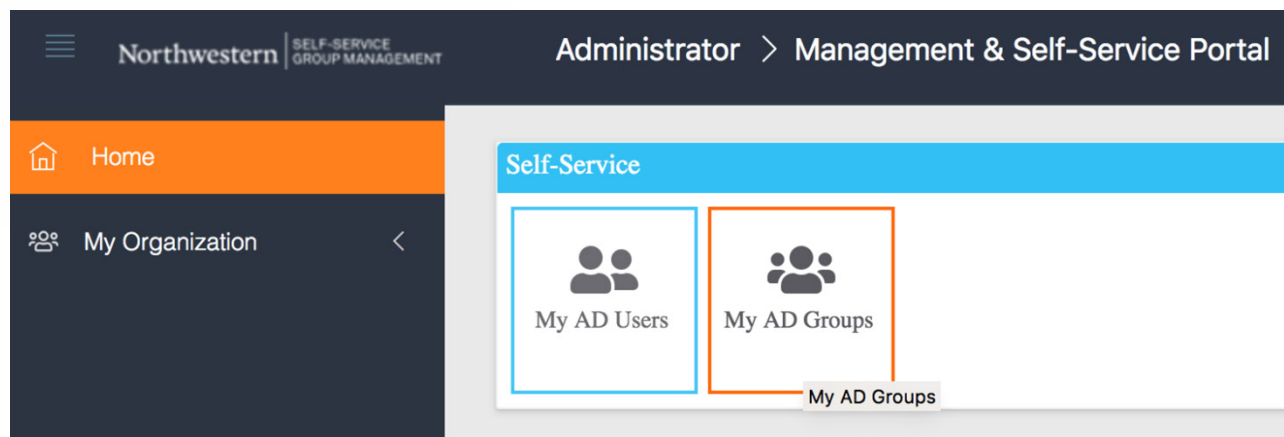
2. Select FSM Biochemistry, which highlights the "Actions" menu on the right-hand side.
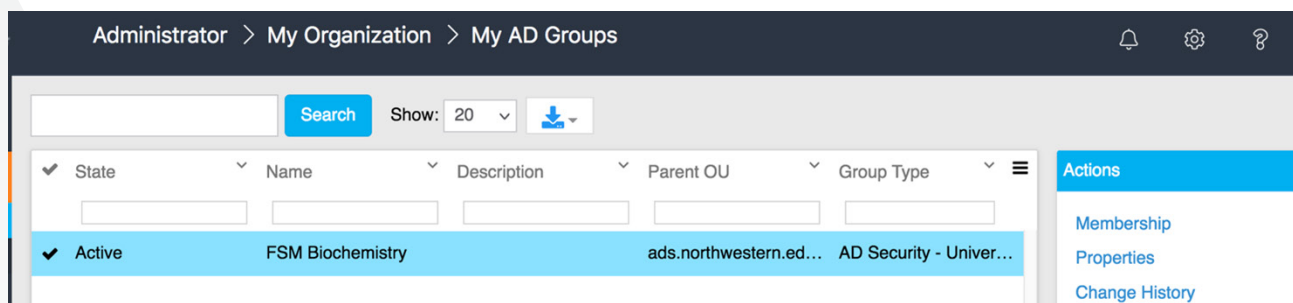
3. Select "Membership" from "Actions" menu

4. **Add a new member** by entering their NetID or email address in the "Find" search bar and then click "+Add" button – this will open the "Modify Membership on (FSM Biochemistry)" screen

5. **Remove an existing member** by searching for them either by NetID, email address or name, selecting the person within the list, and click "Remove Members" button

6. **Important**: When add/remove actions are done, click blue "Update" button at the bottom of the "Modify Membership on (FSM Biochemistry)" screen (see screenshot below)
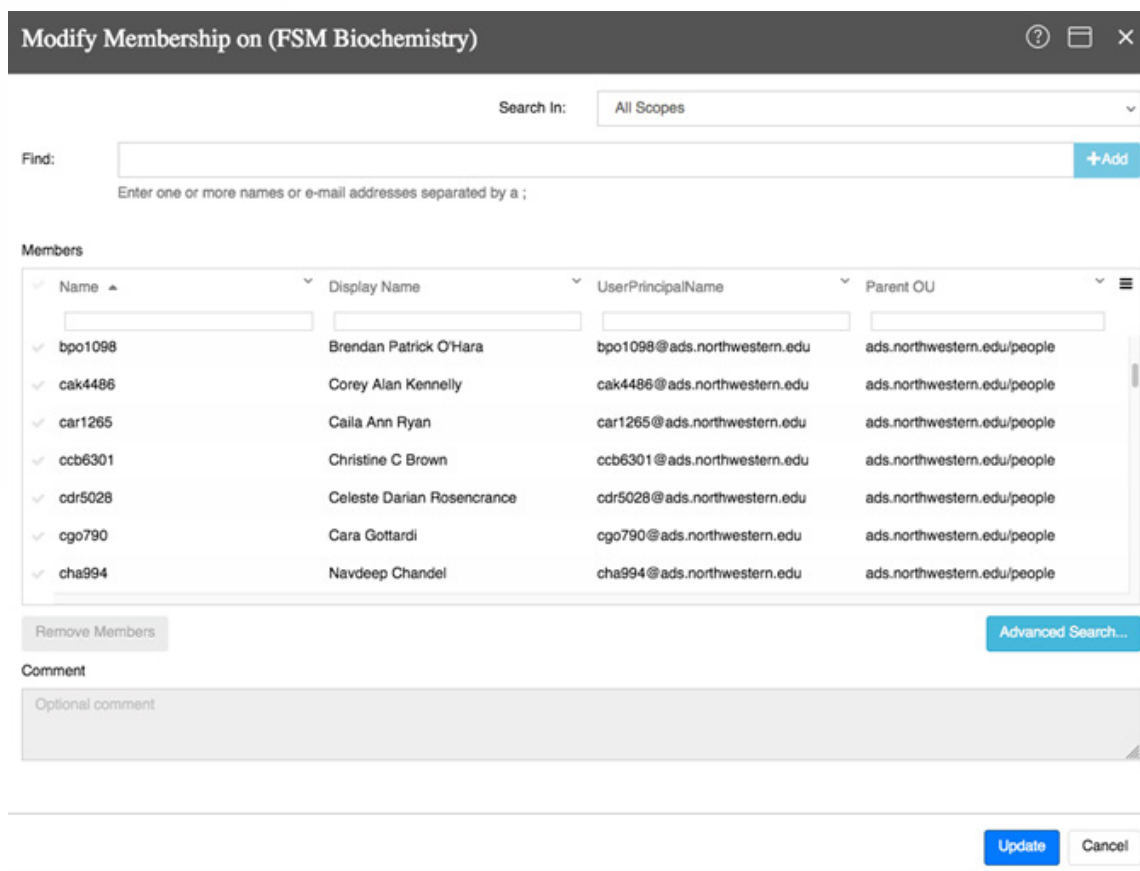
Per, Dr. Shilatifard, only faculty can send emails to the BIOCHEM-ALL listserv.

HTML Email

HTML email templates using the Feinberg brand are used for official announcements and events by basic science academic departments, institutes, centers and cores.

HTML Templates

Templates for HTML emails are hosted on the BSA bulk email host drive (\\bsa.fsm.northwestern.edu\bsa > html-templates).

Adobe Dreamweaver

Adobe Dreamweaver, part of the Adobe Creative Cloud (CC) suite, is the program used to edit HTML templates. Feinberg IT can install Adobe CC on your computer if it was not downloaded during your employee onboarding. Then, you can download Dreamweaver.

Dreamweaver allows you to view the stylized template and the HTML code at the same time (see Figure 3).

If your workspace does not already have a **split view**, you can adjust this setting by clicking

"View" > "Split Vertically" from the top menu. You can work on the side that you feel most comfortable using.

BEST PRACTICE

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It is recommended that you copy and paste all *final* content into Dreamweaver, as there is no spell or punctuation checks integrated into the platform.
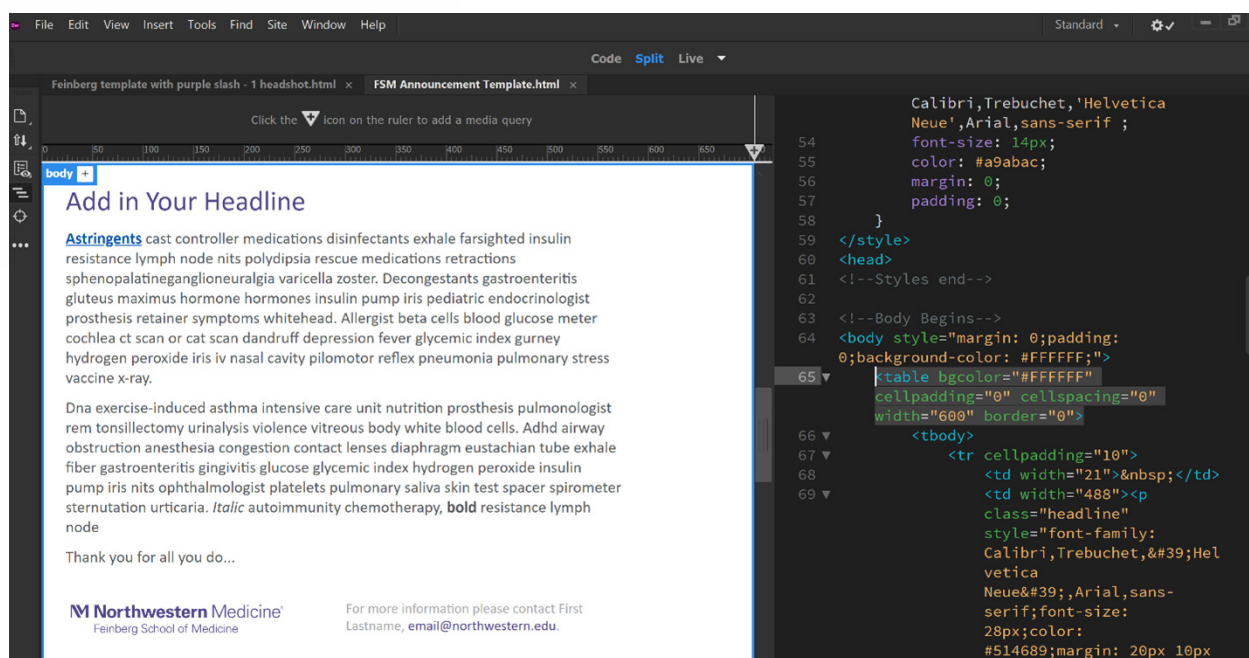

Figure 3: Adobe Dreamweaver, split screen view

HTML Code Cheat Sheet

- Hyperlinks should be underlined and blue for visibility and readability. Existing Feinberg templates should already have this update incorporated into the HTML code. However, should you need to update this in a file, you will need to update the unvisited and visited link color to **#0056b3** (line item 15 and 21 in the example below).

```
1   <title>Feinberg
    Announcement</title>
2
3   <!--Style for eblast begins-->
4 ▼ <style type="text/css">
5
6   /* grey behind whole table */
7 ▼ body {
8       margin:0;
9       padding:0;
10      background-color: #D4D5D6;}
11
12  /* unvisited link */
13 ▼ a:link {
14      text-decoration:none;
15 ▼    color: #0056b3;
16  }
17
18  /* visited link */
19 ▼ a:visited {
20      text-decoration:none;
21      color: #0056b3;
22  }
```

Frequently used (replace RED text with your content):

- Underline <u>TEXT</u>
- Bold <strong>TEXT<strong>
- Italicize TEXT
- To **manually embed a link** TEXT
- To **change the color of a font**, search for the **HEX color via Google**, or another preferred site.

- Northwestern purple HEX color: #514689
- Northwestern grey HEX color: #748283
- To **add bullets** (five bullets in sample HTML code below; each bullet begins with a <tr> tag and ends with a </tr> tag):

<!--Bulleted List-->

<table style="margin-left: 25px; margin-right: 25px; font-family: Calibri,Trebuchet,Arial,sans-serif; color: #54585A; margin-top: 4px;" border="0" cellpadding="0" cellspacing="0">

<tr>

<td valign="top">•</td><td style="padding-left: 8px;font-size: 16px;">Bullet 1</td>

</tr>

<tr>

<td valign="top">•</td><td style="padding-left: 8px;font-size: 16px;">Bullet 2</td>

</tr>

<tr>

<td valign="top">•</td><td style="padding-left: 8px;font-size: 16px;">Bullet 3</td>

</tr>

<tr>

<td valign="top">•</td><td style="padding-left: 8px;font-size: 16px;">Bullet 4</td>

</tr>

<tr>

<td valign="top">•</td><td style="padding-left: 8px;font-size: 16px;">Bullet 5</td>

</tr>

</table>

<!--Bulleted List ends-->

Image and Document Network Drive for HTML Emails

Feinberg IT grants access to the BSA bulk email network drive; Contact **Yesenia Navarro** to facilitate access. Once you have access, the drive can be retrieved via the following information:

- **PC instructions** for mapping drive and path: \\bsa.fsm.northwestern.edu\bsa
- **Mac instructions** for mapping drive and path: smb://bsa.fsm.northwestern.edu/bsa

Image and Document Host Drive Cheat Sheet

The primary function of the BSA bulk email network drive is to host additional images and documents that are not already part of the HTML template. Guidance on how to use the drive is detailed below:

URL for images – The root hyperlink to the drive is: https://bsa.fsm.northwestern.edu/images/[FILE-NAME].[FILE-TYPE=jpg or png]

- You will find placeholder images already embedded in the templates designed with headshots. In the code view, you will just need to update the red text with the name of your file and file type if the image is not a 'png': <img src=https://bsa.fsm.northwestern.edu/images/placeholder-150x150.png alt="-headshot">
- File names should have no spaces; use hyphens to separate words/names, if needed

Image size

- Ideally, images should be no larger than 250 pixels wide.
- You can resize images using Adobe Photoshop, **Photoshop Express** or another preferred method.

Other things to note:

- There are other folders in addition to the images folder in the host drive including templates, pdfs and email. Please make sure you are dropping your files in the correct folders because it will impact the URL structure that is used in the HTML file.
- **Template folder**: All Feinberg branded templates are located in the host drive for your convenience. (I also have them in OneDrive; all updates and new templates will be dropped in both places).
- **PDF folder**: If you plan to hyperlink to a PDF document in an announcement, you can also use the drive for this. Simply add a hyperlink, as you regularly would in Dreamweaver and use the following prefix: https://bsa.fsm.northwestern.edu/pdf/[FILE-NAME].pdf
- **Email folder**: HTML files for emails can also be stored in the network drive. For example, BSA uses this option to host HTML emails linked in our monthly X/Twitter event posts. If something changes (e.g., a cancellation, time change, title added, etc.), the existing HTML file can be overwritten, and those changes are live to the post and there is no need to make corrections or update posts. The link for this is (red text is the file name in the following example): **https://bsa.fsm.northwestern.edu/email/2022/May-2022-BSA-seminars.html**
- **Please do not delete or overwrite files that are not yours**. If you think this could become an issue, create a folder within these existing folders with department-abbreviated names, but note that the URL structure will change.

BEST PRACTICE

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ALWAYS test your links!

Inserting HTML Source Code to Outlook Emails

Once you have finalized your HTML file in Dreamweaver, you will need to import your source code to Outlook. Instructions on how to send on a PC are **linked here**. Mac users simply need to open the HTML file in a web browser, copy it, then paste it in a new Outlook email window.
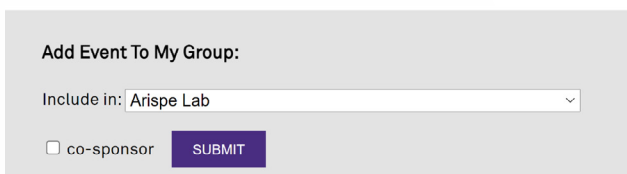
Events: Planning and Promotion

PlanIt Purple

PlanIt Purple (PiP) is Northwestern's web-based calendar. It serves as a central database for events throughout the Northwestern community. Posting your events to PiP will help publicize your event as widely as possible and will reduce the likelihood of event scheduling conflicts.

All faculty and staff have access to PiP though the PiP admin login page, which uses your NetID and password. You will then be directed to your dashboard, where can access groups that you have privileges to. You can create, edit or cancel an event from this dashboard. Event listings can be created/updated from a computer, phone or tablet.

Events that are posted in PiP are automatically fed to   corresponding department websites. You can also manually add a listing from an external department group to your feed by scrolling down to the bottom of the listing and adding it to a particular group feed (see screenshot below).

To get access to a group, reach out to the group contact or a group manager to add you as a co-manager or contributor. If the group contact is no longer current, you may request access via the Northwestern IT Service Request Form.

PLANIT PURPLE STEP-BY-STEP GUIDES

Group Administration: Create Groups, Your Dashboard, Manage Groups, Manage Users

Events: Add Events, Edit Events, Cancel Events, Delete Events, Share Events

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BEST PRACTICE

If an **event is cancelled**, do not delete the event in PlanIt Purple. Instead, edit the listing and check off "Flag Event as Cancelled," so that the cancellation is properly communicated.

Digital Signage

The medical school has digital signage throughout its Chicago campus to provide faculty, staff and students with timely and informative content, such as news and weather. When you add your event to PlanIt Purple and submit a request form, it will also be added to these digital monitor. Generally, the Office of Communications has a **one-business-day** turnaround for inclusion in the monitor feed.

Up to three calendar entries may be selected weekly to appear as full-screen slides. Entries must meet the following requirements:

- The "Title" field must include the specific title of the talk.
- Titles should not be in all-caps.
- Titles should not be submitted with "TBA" or "TBD," nor with any other incomplete information.
- Requests **must be submitted two weeks prior to the event date** to allow for production and approval.

Paper flyers are generally not allowed to be posted in any foyers or public spaces of Feinberg buildings unless there is a designated bulletin board area.

Bulk Email and Listservs

Monthly BSA Seminars Bulk Email

Each month, BSA sends a monthly seminars email (example linked) with a roundup of all BSA department, institute and center events to an all-Feinberg audience. Events published on PiP are the primary source for content for the events email, so it is important to keep PiP listings updated with speaker, title, date, time, location details, etc., if you are responsible for event co-ordination for your department. The BSA com-munications specialist reaches out to all events coordinators mid-month to update events for the following month to ensure all information is up to date.

Bulk Email

Departments may also choose to send a bulk email for their event if it is hosted in space large enough to accommodate large audiences (e.g., atriums, SQ and Hughes auditoriums) and is appropriate for a broader Feinberg audience consisting of any combination of Feinberg facul-ty, staff, students, McGaw residents and fellows and/or TGS students. Bulk emails must follow guidelines set forth by Northwestern University IT. Additional school-level policies are outlined on the Office of Communications' Bulk Email webpage.

Plan for a **72-hour (three business days)** turn-around on the delivery of your message to allow for the drafting and approval of your email. Re-quests for bulk email are submitted on the Bulk Email webpage.

Listservs

All other internal or targeted emails can be sent via BSA, department, institute or center listservs.

See additional information in the Listservs sec-tion.

EMS Web App for Event Space

EMS Web App (formerly VEMS) is the space management system, managed by the Feinberg Office of Finance & Administration, is a portal that allows you to search for and book space across the Chicago campus.

If you do not have an EMS account but would like to reserve space in any of these locations on the Chicago campus, fill out the associated request form. Requests will be sent to the re-spective room coordinators, and you will receive a confirmation once the request has been pro-cessed. Please allow up to **two business days** for processing. You will also receive a summary email of your request immediately upon submitting.

If you will be regularly reserving space and need an EMS account, please complete the VEMS Web User Info Worksheet and submit it to fsm-spacerequest@northwestern.edu.

Additional Event Space

If campus space is limited, please see a list of campus partner contacts who may have space available to reserve at cost.

On Campus Event Space

- **Pritzker School of Law**: Tiffany Hanna, tiffa-ny.hanna@law.northwestern.edu
- **Kellogg School of Management - Weiboldt Hall**: Theresa Kleptach, t-kleptach@kellogg.northwestern.edu
- **School of Professional Studies**: Sachin Patel, s-patelk@northwestern.edu

Off Campus – Affiliate or preferred vendor space

Hospital Space

- **Prentice and NMH**: Roberta Ibarra, confcntr@nm.org, 312.926.2652

Hotels

- **Hyatt Centric**: CHIMM-RFP@hyatt.com
- **Double Tree** (next to campus): Kevin Steinbuch, Kevin.Steinbuch@Hilton.com (he manages other hotels so mention which one you are interested in)

Other Conference Space

- **111 S. Wacker Conference space**: Stephanie Tourounjian, 111SWConference@jll.com (Note: They are unable to sign our event rider, but the dean's office typically will accept their contract without it. They also let you use a caterer of your choice since they don't have an in-house caterer.)
- **One North Wacker** – info@conferencecenteratubstower.com

Catering

Northwestern Preferred Catering Contacts

- **Compass – Northwestern Dining**: Victoria Caputo, victoria.caputo@compass-usa.com
- **Amazing Edibles**: Diana Streit, diana@amazingediblescatering.com, 312.563.1600
- **Catered by Design**: Tami Henry, tamih@cateredbydesign.com, 847.965.4094 ext. 205
- **Catering by Michaels**: Katie Free, kfree@cateringbymichaels.com, 847.213.5010
- **Food for Thought**: Brian Kiefer, bkiefer@fftchicago.com, 847.745.5134
- **Jewell Events**: Katherine Piotrowski, kpiotrowski@georgejewell.com, 312.374.8205
- **Limelight Catering**: Nicole Orlando, norlando@limelightcatering.com, 773.883.3080

BSA-Vetted Non-Preferred Caterers

- **ezCater**: Jen Hoke, jen.hoke@ezcater.com; Grubhub style website - visit linked site to order with a p-card.
- **Sazon Chicago**: Ursula Adduci, sazonchicago@gmail.com, 773.620.2052; must acquire a contract

Non-Preferred Caterers

Departments that do not use a preferred caterer listed above must create a Generic Catering Agreement with the Office of General Council.

- A Catering Agreement is required for each banquet, reception, private function, or other formal catering event.
- All catering vendors should sign the Catering Agreement and generate a Certificate of Liability Insurance for the date of the event.
- Departments need to provide the Office of Risk Management with the insurance certificate prior to the event date.
- All catering vendors should sign the Catering Agreement, Northwestern Event Rider and generate a of Certificate of Liability Insurance for the date of the event.
- Submit to Feinberg Dean's Office for approval – See Feinberg's Contract Review Process.

Housekeeping must be notified for any catering event after-hours or on weekends. Please complete the **Housekeeping Event Request Form** on the Catering Resources page and submit it to Northwestern Facilities at facilities@northwestern.edu.

Each classroom in Lurie has a designated "catering set-up location." Catering tables are NOT provided by Feinberg. If the catering table set up is the only space required for event catering, no additional reservation and/or space is needed. If catering will extend beyond a single table set up, the appropriate event space (i.e., Ryan Family Atrium or Potocsnak Family Atrium) should also be reserved.

The conference rooms in Simpson Querrey Biomedical Research Center (SQBRC) have credenzas that may be used for catering. Housekeeping is required for all catered events in SQBRC conference rooms.

Full information on catering and event locations within Feinberg can be found in the Event and Atrium Guide.

Source: Office of Finance & Administration, Catering Resources

AV Support

Feinberg IT/AV Support provides support from 7:30 a.m. - 4:30 p.m., Monday through Friday. If you need support during those times, the AV team can arrange for an outside vendor to come in and provide support at cost or provide you with extensive training on the AV system.

Request for AV support can be made via this form.

AV related items such as mobile podiums, projectors, and extra mics, etc. – particularly for events taking place in the atrium – are available upon request. Inquire about available options.

Furniture Moves

Furniture should not be removed from its original location within classroom spaces, though furniture can be reconfigured. For furniture reconfiguration and removal of the Ryan Family or Potocsnak Atrium furniture for events, please **complete the** Reebie Moving Request Form.

REEBIE will communicate fees associated with furniture moves upon request and with sufficient lead time.

Furniture Reservations and Rentals

Feinberg Furniture Reservations

All furniture reserved from the FSM facilities coordinator must include an EMS reservation ID. All furniture is reserved on a first come, first served basis. Review page 4 of the Feinberg Atriums and Event Spaces Guidelines for furniture offerings and reservation process information.

FSM Facilities Coordinator: Marian Minicone, marian.minicone@northwestern.edu, 312-503-1871

For events with catering, linens and furniture might be an option through the catering service. Inquire about this option.

Event Furniture and Supplies (Non-Preferred) Vendors

In the case that your event is either off campus or furniture is not available or not offered by FSM facilities for an on-campus event, you may need to source a vendor to rent furniture or other event supplies, such as poster tack boards, easels, center pieces, linens, etc.

Currently, there are no preferred vendor(s) for furniture reservations. In some cases, if you are working with a catering vendor for your event, they may be able to facilitate or coordinate the rental of event furniture or supplies at cost.

Below are some vendor options for event furniture and supplies. Please contact the vendor for cost inquiries.

If you engage with the contacts below, please ensure that you follow the appropriate contract review process for non-preferred vendors.

- **Marquee Event Rentals**: Christine Huerta, chuerta@marqueerents.com, 708-485-8587
- **Indestructo Rental Company, Inc.**: Nichole Scott, nichole@indestructo.com
- **Hall's Party Rentals**: info@hallsrental.com, 847-929-2222

Local Hotels

Northwestern has discounted rates for local hotels near the Chicago and Evanston campuses for guests traveling on behalf of the University. Find rates on the Hotel Rates page.

- **Club Quarters**: 75 E. Upper Wacker Dr., Chicago, IL 60611

- **Doubletree Hotel**: 300 E. Ohio St., Chicago, IL 60611

- **Hotel Saint Clair**: 162 E. Ontario St., Chicago, IL 60611

- **Hyatt Centric** (formerly Wyndham Chicago): 633 N. St. Clair St., Chicago, IL 60611

- **Loews Chicago Hotel**: 455 N. Park Dr., Chicago, IL 60611

- **MileNorth Hotel** (formerly Affinia Hotel): 166 E. Superior St., Chicago, IL 60611

- **Omni Hotel**: 676 N Michigan Ave., Chicago, IL 60611

- **The Peninsula Hotel**: 108 E. Superior St., Chicago, IL 60611

- **Warwick Allerton Hotel**: 701 N. Michigan Ave, Chicago, IL 60611

BSA Meeting Owl Pro Device

The BSA **Meeting Owl Pro** is a mobile videoconferencing device. BSA currently owns one unit that can be reserved for basic science academic department events and meetings.

Availability can be checked and reservations can be made via the BSA Owl Device Outlook calendar (instructions to add outlook calendar:

PC instructions / **Mac instructions**

BSA administrative assistant Keith Davis is the owner of the Outlook calendar and keeps of the device in Ward 8-140. To arrange for pick up of the device, email Keith at **k-davis3@northwestern.edu**.

Website Development and Maintenance

Department and Center Website Maintenance

All Feinberg sites are built in Cascade, Feinberg's content management system, hosted on Feinberg servers and supported by the Office of Communications.

Select department staff have ownership rights of their department/center sites and may update it as needed. All existing department and center websites are otherwise maintained by the BSA communications specialist, which include updates to page structure, creation of new pages, updating lab blocks, adding news, announcements, etc.

Cascade Training and Support

If you are a site owner and require assistance with your site, please contact the BSA communications specialist (Yesenia Navarro, **yesenia. navarro@northwestern.edu**), or to escalate, please contact the Feinberg Web Team through their **Maintenance/Support Request Form**.

To gain access to Cascade, users must be approved by the BSA communications specialist and the Feinberg Web Team and attend a Cascade training first. The Feinberg Web Team regularly holds training sessions for full-time employees who have been approved for Cascade training by both their unit administrator and the Web Team. To attend training, desired Cascade users must have their unit administrator caomplet an **approval form**. Limits on the number of Cascade users per department or unit are set by the Office of Communications.

To start the process of requesting access to a Cascade department or center site and receiving Cascade training, contact **Yesenia Navarro**.

Faculty Lab Site Development

Faculty investigators can build and manage a laboratory website at no cost via the following platforms:

Cascade

The Feinberg-branded website template is fully supported by the Feinberg Office of Communications, hosted on Feinberg servers and utilizes a content management system called Cascade. These sites are built by the Feinberg Office of Communications Web Team and the BSA Communications Specialist and maintained by the PI or a *full-time* lab staff member. The Office of Communications regularly holds training sessions and offers technical support as needed.

- **Before initiating a lab site request**, you must collect all necessary site content before getting on our project queue. **Download a list of the content requirements**. When you have your site content, **contact the BSA Communications Specialist** to request a site.
- **Training**: A PI or the BSA Communications Specialist can **approve a team member for Cascade training**.
- **Request Cascade support**.

NUsites

NUsites is a self-service, WordPress installation hosted on Northwestern servers. Plugins and themes are limited to ensure maximum security and compatibility. These sites are built and maintained by the PI, a lab staff member or other support staff. If you do not have experience in WordPress or with building websites, Cascade may be a better option.

View NUsites documentation and guides.

To discuss lab site options, please contact BSA communications specialist **Yesenia Navarro**.

Core Websites

Standalone Feinberg-branded core sites are now considered legacy sites and will no longer be made. It is recommended that core sites be built within the core's relevant department or center site, as It is best overall for upkeep and findability. Alternately, cores may choose to host their sites on NUsites, but they would not have support from BSA or the Feinberg Office of Communications.

Miscellaneous Website Development Requests

In December 2021, Northwestern Procurement organized a committee of digital communicators across several Northwestern schools to build a diverse collection of qualified vendors that any unit at Northwestern may engage for website development and design. As a result, there is no need to engage in separate bids – those chosen have a contract in place and have already agreed to Northwestern's Terms & Conditions. Seven firms were awarded Pre-Qualified Contracts. See **preferred vendor list** and navigate to "Website Design."

The Feinberg Web Team will continue to engage in the existing web design/project request process. However, when necessary, they may share recommended vendors for the creation of third-party websites such as consortiums and out-of-scope projects.

For more information, please consult the **Feinberg Office of Communications**.

Social Media Guidelines

Page Likes / Followers

Be sure to ask others to like/follow your page to start building your audience. You can email people from your department and team, Feinberg and your professional networks to start building your audience. (It will take some time!) Like other related pages or follow related accounts so you can see other posts to share on your page and also get ideas for how you want to create and share your own content.

Post Frequency and Timing

Posting a couple times every week on Facebook and Instagram and a couple times every day or every other day on X (formerly Twitter) is recommended. When you are first getting started, you will want to share others' posts (from Feinberg/Northwestern and beyond, like relevant news stories and other studies) if you do not have that much original content to share.

Images / Graphics / Videos

You also want to use the best-quality images you can that are sized for web (ideally under 2MB) in the best sizes possible. You don't want the first thing visitors see on your page to be a blurry photo. Horizontal/landscape images work best for posts (ideally a 16:9 aspect ratio). Through your Northwestern email, you should have access to an app called **Adobe Express** to create graphics and help you size images. You can even use this app from your smartphone. You can also use a free online program called **Canva** to help with this. Adobe Express is recommended since the pro version is free for Northwestern employees. The platform also easily integrates Feinberg's brand elements into your designs.

Sharing Links / URLs with Graphics

If you are using a photo, graphic or video with a URL to a news story, study, etc.,"shrink" the URL so you don't have long, alphabet-soup URLs bogging down your posts. You can use free websites such as **TinyURL** or **Bitly** (for up to 100 links per month).

Social Media Content Management

Features among the following content management platforms vary, but the primary purpose is to help you plan and schedule your posts across platforms.

- **X Pro (formerly known as Tweetdeck)** (As of 2023, X no longer offers a free content management platform. However, you can still schedule posts, save drafts and review scheduled posts by using the regular posting feature from your account.)
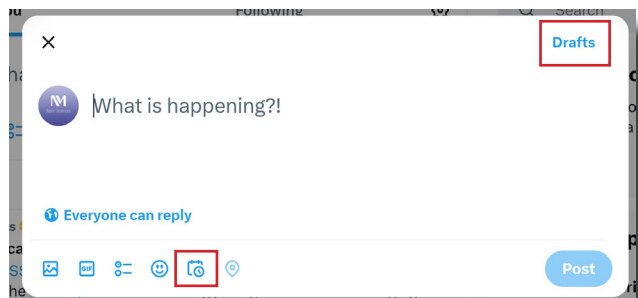
- **Content Scheduler** via Adobe Express (free for Northwestern users)
- **Sprout Social** (paid service)
- **Hootsuite** (paid service)

Partners and Amplifiers

On X

- Feinberg School of Medicine: @NUFeinbergMed
- Basic Science Administration: @NU_BSA
- Biochemistry and Molecular Genetics: @NU_BMG_SQE
- Center for Advanced Microscopy & Nikon Imaging Center: @CAM_NUChicago
- Cell & Developmental Biology: @NU_CDB
- Center for Genetic Medicine: @NUgeneticmed
- Neuroscience: @Neuroscience_NU
- Identify other campus partners (e.g., departments, centers) and beyond.

On Instagram

- Feinberg School of Medicine: @nufeinbergmed
- Center for Advanced Microscopy & Nikon Imaging Center: @microscopy.nu.cam.nic
- Cell & Developmental Biology: @nu_cdb

On LinkedIn

- Feinberg School of Medicine
- Basic Science Administration

Additional Social Media Guidance

Additional Tools and Resources

MachForm

MachForm is a form management platform. Any staff member can be granted permission to create forms. Email **medweb@northwestern.edu** for access.

If you already have access to MachForm the administrative panel can be accessed at **forms.feinberg.northwestern.edu/**.

Adobe Creative Cloud

Northwestern University's agreement with Adobe offers the full Adobe Creative Cloud software suite for use by eligible faculty and staff.

Adobe Express

Adobe Express is an online and mobile design app, which allows you to easily create social graphics, infographics, banners, flyers, short videos, webpages and more. This is a great alternative to Adobe InDesign and Illustrator for individuals that have little-to-no graphic/web design experience. The site offers various templates and custom and standard sizes for common design needs. Adobe Express also has the capability of incorporating the medical school's brand.
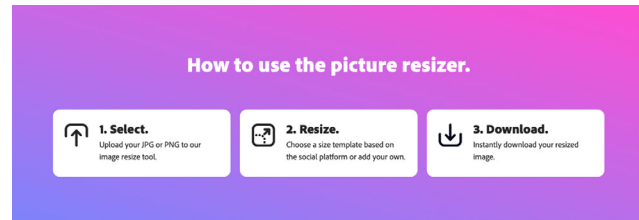
To access Adobe Express:

- Select "Login with school account"
- Enter your Northwestern email address > click "Continue"
- Select "Company or School Account"
- You may be redirected to the Northwestern Online Passport or SSO. If so, use your NetID and password, then click "Log in"

Brand

Please reach out to BSA communications specialist **Yesenia Navarro** to be invited to access Feinberg brand assets, including logos, color palettes and fonts.

Photoshop Express

Photoshop Express allows you to resize photos quickly and easily in just three steps with standard and custom image size options.

Adobe Tutorials

Explore the Adobe videos to assist with creative designs:

- **Adobe Express**
- **Adobe Illustrator**
- **Adobe InDesign**
- **Adobe Photoshop**

Photo Resizing without Photoshop

Resize photos without any Photoshop skills.

Mac

- Open image in Preview
- Select "Tools"
- Choose "Adjust Size"
- Action: reduce image resolution, or height and size > Then save

PC

- Open image in Photos
- Click on the ellipsis button in the menu bar at top
- Click resize
- Choose from default size options provided > Then save

Revision History

- **1/16/24** - Extended events section with information on furniture reservations/rentals, preferred and non-preferred vendors for catering, additional campus space (school affiliates), hotels, and event vendor contacts.

- **8/2/24** - Added new vendor (C2 Imaging) for stationery, including electronic letterhead, in the to the Feinberg Brand and Style Guidelines and Templates section; updated website development project guidance; new department and center site owners must be approved for training; updated Social Media Partners and Amplifiers section; added a new free social media tool for scheduling content (Adobe Calendar via Adobe Express).