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Q: Do I need Alumni subject approval and source review for the content I’d like to publish?

Are you simply mentioning the alum in context of already published content on a Booth property and linking to promote that content? If yes, you probably don’t need Alumni approval.

For all other cases, you should follow the Alumni subject approval process.

The Alumni Subject Approval process for Marketing Content for Booth.

It is important that each step of this process is followed and documented and that all changes requested by sources make their way into the revised content. For that reason, on the Content team, we ask the Writer and/or Editor to ensure that this process is followed and we track completion of each step in a spreadsheet for every piece of content.

1) Check with Advancement

All alumni we plan to interview or mention other than in passing for any Booth marketing content (magazine articles, online articles, videos, photo illustrations, animations, GIFs, etc) are shared with Advancement and reviewed and approved before any assignment or outreach to subjects is made.

2) Contact the University Relationship Manager when needed

Advancement will let us know if the alum has a URM (University Relationship Manager) and if we should contact the URM to make sure there are no issues with approaching the alum.

3) Get source to review initial draft of article

Once the story is in draft and has been fully edited and copyedited, the copy is sent in a Word document to the alum source for review, changes, final review, and approval. On the content team, in most cases, the writer of the piece handles the process of communicating with the source to get any changes. The editor of the piece ensures that those changes are made into the final content.

4) Get source approval on all photography, video, or illustrations that depict them.

We need alumni approval for all photography, video, and illustrations that depict them. If they provide a photo or video, we should confirm that we are approved to use those assets. If we commission a photo or video shoot or acquire a photo or b-roll from Getty or another wire service, we need to have the Alumni source review and approve.

5) Get video script approval before moving to storyboards.

For video projects, once we have an internally approved script, the script is sent to the source for review, changes, and final approval.

6) Show final video to source with enough time to make edits if needed.

Once a video has been edited and internally approved, the video is sent to the source for review, changes, and final approval.

7) Share work at any/all stages with Advancement if requested.

If Advancement or a URM expresses interest in seeing any ongoing content at any stage of the process, we should not hesitate to share the content with a caveat that it is in draft.

8) Send the final version to the source and to Advancement to promote good will and awareness.

Whenever possible, send the final content (PDF of article in layout, video, Instagram story, photo illustration a la Book of Booth) to the alumni as an FYI, to catch any errors that somehow slipped through the cracks, and especially to build excitement and encourage the alum to share when the content goes live.