

The Communications team at UCLA College works on behalf of the entire College by supporting development communications priorities and the Deans' key initiatives through the following activities and expertise:

- overall communications strategy
- branding
- editorial and design collateral for proposals, initiatives and events
- website and social media platforms
- media relations and gift announcements
- student/faculty profiles

To ensure we are able to do our best work for you, please refer to the suggested **timelines** below and complete a quick **project request form** here: <https://www.college.ucla.edu/commprojectform/>

Let us know as soon as you begin to conceive your project or event! The earlier Communications is involved, the more effective we can be on your behalf.

We look forward to working with you.

*Guy, Margaret, Tina, Katie, Chris & Jonathan*

---

### **TIMELINES**

The following timelines take into account multiple review, editing and approval rounds and production lead times.

#### **Projects**

Please fill out [project request form](#) – this helps us manage our work effectively.

- 1-2 weeks for **proposals** with minimal to no design
- 1-2 weeks for **salesforce email** support
- 4-6 weeks for **proposals** with full design
- 3-6 weeks for **event branding + collateral**
- 4-6 weeks to create a **profile** that highlights a person or program
- 4-6 weeks' notice for **media coverage or event outreach**
- 4-8 weeks' notice for **digital collateral or video assets**
- 4-6 weeks for **custom swag**

#### **Other Needs**

##### **College-branded swag/gifts:**

For College-branded gifts in small quantities, please contact [gwheatley@support.ucla.edu](mailto:gwheatley@support.ucla.edu)

**Photography and Video:**

Please email the Senior Director [gwheatley@support.ucla.edu](mailto:gwheatley@support.ucla.edu), and then submit a [project request form](#).

**Social Media:**

Please contact [gwheatley@support.ucla.edu](mailto:gwheatley@support.ucla.edu) or [cibarra@support.ucla.edu](mailto:cibarra@support.ucla.edu), and then submit a [project social media request form](#).

**Web:**

For requests to share news on The UCLA College web homepage, please email, [gwheatley@support.ucla.edu](mailto:gwheatley@support.ucla.edu) or [khordzwick@support.ucla.edu](mailto:khordzwick@support.ucla.edu) (For division websites, each College division has its own staff member handling the division's webpage.)

**COMMUNICATIONS TEAM CONTACTS**

Guy Wheatley, Senior Director of Development and Communications  
[gwheatley@support.ucla.edu](mailto:gwheatley@support.ucla.edu)

Margaret MacDonald, Senior Associate Director of Communications  
[mmacdonald@support.ucla.edu](mailto:mmacdonald@support.ucla.edu)

Tina Hordzwick, Assistant Director of Communications  
[khordzwick@support.ucla.edu](mailto:khordzwick@support.ucla.edu)

Jonathan Riggs, College External Affairs Writer  
[jriggs@support.ucla.edu](mailto:jriggs@support.ucla.edu)

Katie Sipek, Senior Designer  
[ksipek@support.ucla.edu](mailto:ksipek@support.ucla.edu)

Chris Ibarra, Marketing Specialist/Graphic Designer  
[cibarra@support.ucla.edu](mailto:cibarra@support.ucla.edu)