

# MEMORANDUM

**TO:** Graham Thorpe  
**FROM:** Christopher Winkler  
**SUBJECT:** Revision Policy  
**DATE:** March 2026

## Proposal: Number of Revisions & Method for Communicating Revisions for Marketing Materials

### Our Goal

We're excited to introduce a more strategic approach to the marketing revision process. This process is designed to elevate the quality of your communications while making the experience more seamless and rewarding for everyone involved. By streamlining the revision process, we seek to empower stakeholders to think more strategically about their messaging.

We want everyone to think more deeply about what truly matters: quality, impact, and audience connection. This more-focused approach sharpens decision-making, ensures resources are used efficiently, and accelerates time to market. \This also provides a smoother, more collaborative workflow that delivers equitable, high-quality service across every department.

### Executive Summary

The purpose of this proposed policy is to establish clear, fair, and collaborative guidelines for revisions on marketing projects. As the in-house marketing department serving the mission of Cairn University, our goal is to deliver high-quality work more efficiently. This means we want to think deeply and strategically about our work and how we can do it better.

### Major Points

- 1. Included Revisions:**  
Each project includes up to **two (2) rounds of revisions** after the initial draft is delivered. A "round" of revisions is defined as a single, consolidated set of feedback submitted at one time. The two rounds of revisions apply to the project as a whole, not to each individual contributor.
- 2. Necessary Project Information:**  
Stakeholders should be prepared to present as much information as possible to the Marketing Department. Providing thorough information at the start of the project helps ensure a smoother first round of revisions.

3. **What Counts as a Revision:**

Changes to copy, layout, design, messaging, or structure.  
Any requests that alter previously approved elements.

4. **Content Revision Method:**

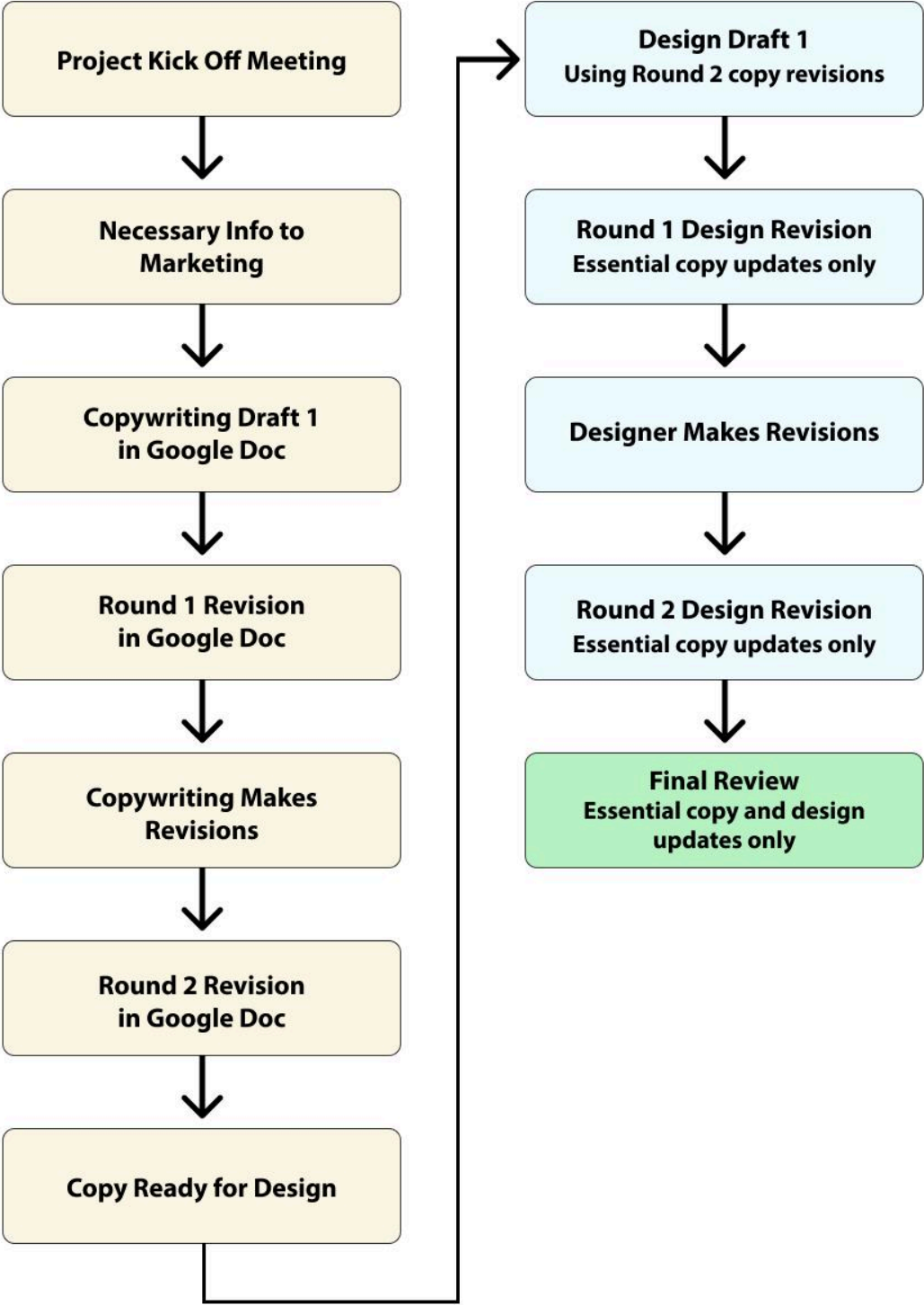
**In lieu of handwritten comments on printouts, we will present content in Google Docs.** Stakeholders will use the **Commenting feature in Google Docs** to communicate their changes. Use our handy how-to video to learn how to do this.

5. **Design Revision Method:**

PDFs of designs will be posted on Google Drive. You can use the Commenting feature for visual updates. Use our handy how-to video to learn how to do this.

6. See the **Revision Process Chart** on the next page.

# Revision Process



## Scope of Revisions

This proposal applies to all projects submitted to the Marketing Department through FormStack, including but not limited to:

- Design requests
- Copywriting and content development
- Campaign assets
- Event assets and marketing materials
- Digital and print materials
- Social media and promotional materials

### Change of Scope

Revision rounds are intended to refine the originally requested project. Any revisions that significantly change the scope of the project may require a new formstack submission.

### Requests Via Email

This proposal applies to requests sent via email. We encourage requests to come through [FormStack](#) as it helps Marketing better track the information and data corresponding to each request.

## Revision Overages

We understand that things can get missed occasionally. Marketing is more than happy to make pertinent updates when needed. After Round 2 Revisions are completed, we will consider additional changes by the following criteria:

- Pertinent Information: Dates, prices, names, and other vital pieces of information are the priority over wording. This would also include spelling and grammar updates. Spelling and grammar are also considered priorities.
- Quantity of changes
- Presenting all information and remaining responsive to any questions from Marketing will ensure a timely release to market
- Major rescheduling due to school closure
- Major event details like the keynote speaker changing

## Questions?

Please reach out to the Director of Communications and Marketing, **Christopher Winkler**, or Marketing Project Manager, **Ella Evans** should you have any questions. Thank you.