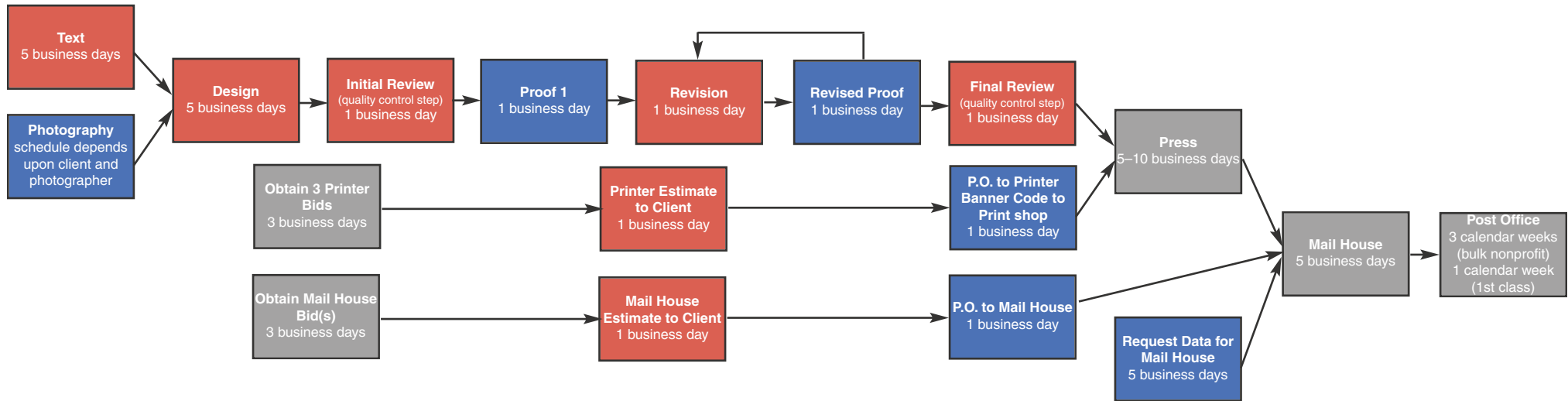


Creative Services **Average** Critical Path



Key

Timeline within control of Client → This timeline assumes clients have prepared their own content and provide it in its entirety. **If clients need help developing their content with others in Communication, additional time is needed before this path begins.**

Photography can be stock images or existing Samford images, but new images require the client and photographer(s) to coordinate schedules outside control of Creative Services.

Two proof levels are built in for client review and approval, but clients may opt to take longer at these stages or request additional proof levels. Clients are informed at the start of the process that their proofing time is under their control and can increase the overall time of the project.

Timeline within control of Creative Services → With 600+ projects annually and 248 business days in a year, Creative Services averages 2.4 projects completed each day.

Creative Services averages 50 active projects at any given time, more than 16 jobs per designer, and all 50 jobs are assigned to and reviewed by both the editor and the director.

Timeline outside control of Creative Services → Time required for Bidding, Printing, Mail Processing and Mailing fall outside control of Creative Services.

Average critical path from time Creative Services receives content to completion of printed material (no mailing): **20–25 business days**

Average critical path from time Creative Services receives content to completion of distributed material (mailing first class): **25–30 business days + 7 calendar days (32–37)**

Average critical path from time Creative Services receives content to completion of distributed material (mailing bulk nonprofit): **25–30 business days + 21 calendar days (46–51)**

For mailed pieces announcing dated events, clients must choose how much notification time they want before the event. For example, add one week to the overall schedule if the piece is to arrive one week before the event.

For invitations that require a response, clients must choose how much response time they want before a response deadline (often set by caterers). For example, add two weeks to the overall schedule if the piece is to arrive three weeks before the event, giving recipients approximately two weeks to respond and catering a week to prepare.