

Communications and Outreach Guide

Basic Science Administration
Northwestern University Feinberg School of Medicine
Updated June 2025



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Feinberg Brand and Style Guidelines and Templates

Brand Guidelines

[Feinberg brand guidelines](#) include guidance on 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 PowerPoint, InDesign and Microsoft Word formats.

Please contact medcommunications@northwestern.edu, if you experience issues with accessing assets.

DOWNLOAD FEINBERG TEMPLATES

PowerPoint presentations

Brochures

Elevator signs

Flyers

Meeting agendas

Name plaques and tags

Reports

Research posters

Room cards

Electronic Letterhead

[C2 Imaging](#) is our new preferred vendor for branded stationery items, including electronic letterhead. Contact our rep, Ed Biggott, to order custom stationery.

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-naviga-tion 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 op-tion 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 “Sub-scriber 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 list-serv platform for the Department of Biochem-istry and Molecular Genetics; recorded October 2021)
.....

Receiving a Request to Add a Subscriber

If someone requests to be subscribed to a list-serv 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, BIO-CHEM-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.

BIOCHEM-ALL@LISTSERV.IT.NORTHWESTERN.EDU

Notification:

- Send Email Notification
- Do Not Notify the User

Name:

Email Address:

Subscribed Since: 17 Nov 2014

Subscription Type:

- Regular
- Digest (Traditional)
- Digest (MIME Format)
- Digest (HTML Format)
- Index (Traditional)
- Index (HTML Format)

[NODIGEST]
[NOMIME DIGEST]
[NOHTML MIME DIGEST]
[HTML DIGEST]
[NOHTML INDEX]
[HTML INDEX]

Mail Header Style:

- Normal LISTSERV-Style Header
- LISTSERV-Style, with List Name in Subject

[FULLHDR]
[SUBJECTHDR]

Acknowledgements:

- No Acknowledgements
- Short Message Confirming Receipt
- Receive Copy of Own Postings

[NOACK NOREPRO]
[ACK NOREPRO]
[NOACK REPRO]

Miscellaneous:

- Mail Delivery Disabled Temporarily
- Address Concealed from REVIEW Listing
- User is Exempt from Renewal/Probing
- User May Bypass Moderation
- All Postings Sent to List Owner for Review
- User May Not Post to List

[NOMAIL]
[CONCEAL]
[NORENEW]
[EDITOR]
[REVIEW]
[NOPOST]

Update Settings Delete Delete From All Lists

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 (EBOE1A09)

NU ○ 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

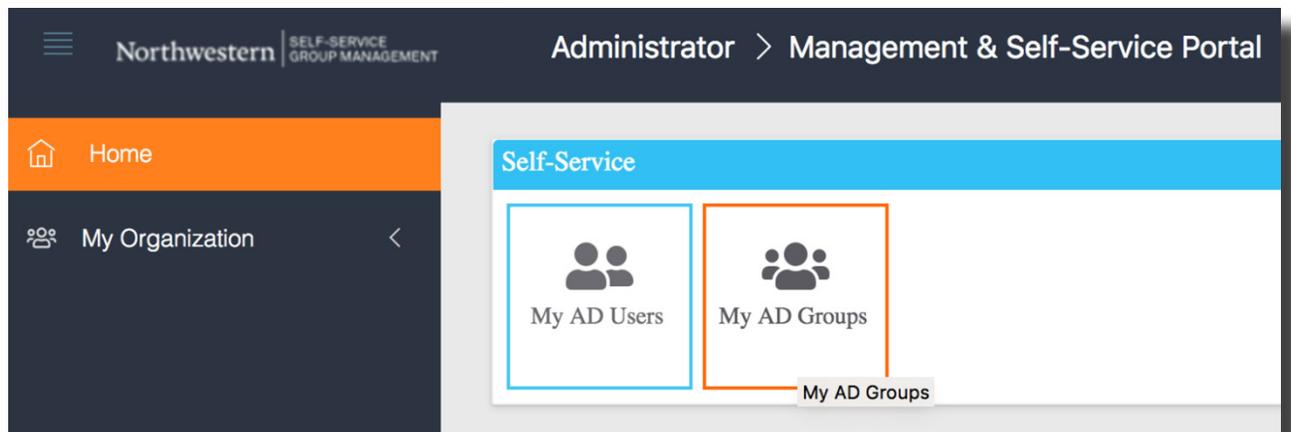
Matt Temkin

Colleen De Luca

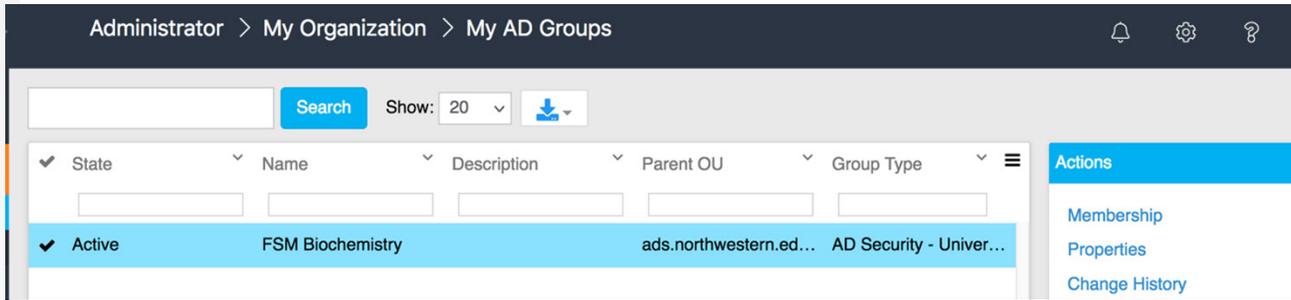
Beverly Kirk

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.

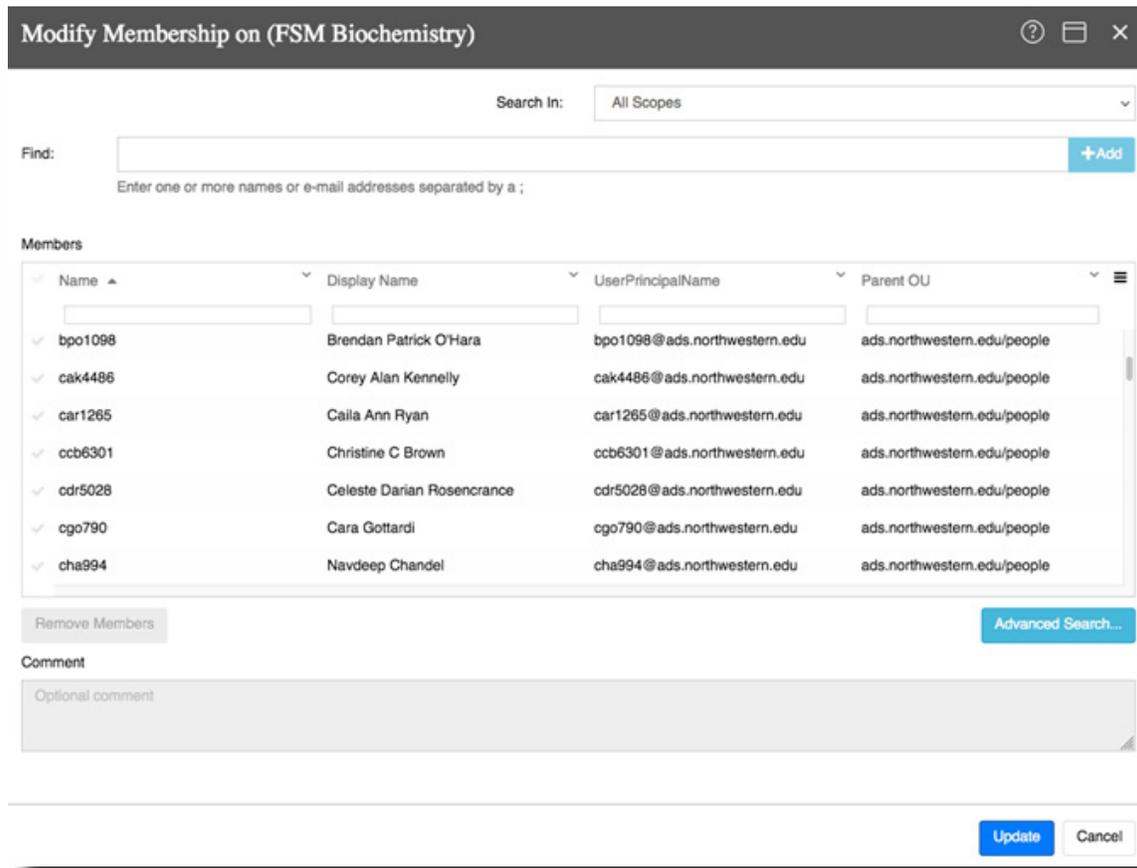


3. Select “Membership” from “Actions” menu

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.



Event Emails

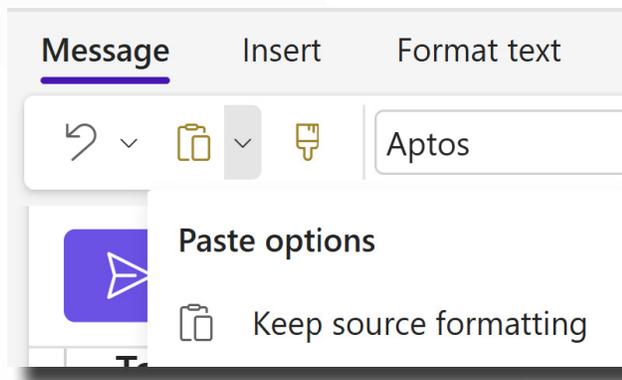
Drafting a Feinberg-Branded Email in Outlook

The template below is built directly in Microsoft Outlook and replaces the previous Dreamweaver HTML templates for event emails.

Step-by-Step Instructions

1. Copy/Paste table in Outlook

- If you get a pop-up directing you to use shortcut keys, select “Paste anyway”
- Copy/Paste the table in Outlook using “Keep source formatting” under paste options



Note: If you copy/paste the table and source formatting is not retained, [follow the example](#) style guide comments throughout this document for formatting headers and body text with the appropriate font sizes, colors, etc. Photos will not likely transfer over.

2. **Insert a header:** Choose and download a header image from one of the following sources, then insert the header as a picture – not as an attachment – in your Outlook email:

- Access via [SharePoint](#) (static versions)
- Access via [Adobe Express](#) (editable versions; available by invite, please contact [Yesenia](#) if you need access)

3. Insert your content

- Replace placeholder text with your content in each section. Continue to use “Keep source formatting option” or format text according to specifications comments of the example on the next page.
- Speaker section - insert your own resized speaker image(s). The recommended size is 150 x 200 pixels. To insert two speakers side-by-side, split your table cells in a single row or place your speakers vertically, one per row.

Additional Formatting Notes

The table includes borders for alignment guidance. After editing:

- Select the entire table
- Navigate to Table Design > Borders > No Borders to remove them before sending the email



[Access the event email template in Microsoft Word format](#)



Event Email Example

 <p>Northwestern Medicine Feinberg School of Medicine</p>	
The Department XXXX of Presents "Title of Talk"	
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.	
Join Us	
Monday, June 24 1:00 p.m. to 2:00 p.m. Robert H. Lurie Medical Research Center Searle Conference Room 303 E. Superior St. Chicago, Illinois	
Speaker	
 <p>Anis Contractor, PhD Professor of Neuroscience Northwestern University Feinberg School of Medicine</p>	
Speakers	
 <p>Anis Contractor, PhD Professor of Neuroscience Northwestern University Feinberg School of Medicine</p>	 <p>Anis Contractor, PhD Professor of Neuroscience Northwestern University Feinberg School of Medicine</p>
For more information, please contact email@northwestern.edu	

Yesenia Navarro ⋮ ✎ 🔒
Main Header/Title: Aptos; Size: 16 font; Hex color: #4e2a84

Yesenia Navarro ⋮ ✎ 🔒
Event description goes here

Yesenia Navarro ⋮ ✎ 🔒
Subhead: Aptos; Size: 16 font; Hex color: #262626

Yesenia Navarro ⋮ ✎ 🔒
Body: Aptos; Size: 11 font; Hex color: #262626

Yesenia Navarro ⋮ ✎ 🔒
Alternate layout for 1 speaker or 2 speakers placed vertically - draft section directly in Outlook

Yesenia Navarro ⋮ ✎ 🔒
Alternate layout for 2 speakers placed horizontally with a split cell



[Download the event email template to interact with the table components](#)



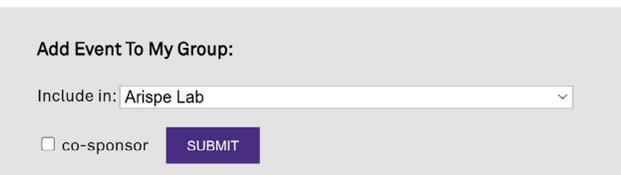
Events: Planning and Promotion

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 through the [PiP admin login page](#), which uses your NetID and password. You will then be directed to your dashboard, where you 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

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 monitors. 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 coordination for your department. The BSA communications 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 faculty, 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)** turnaround on the delivery of your message to allow for the drafting and approval of your email. Requests for bulk email are submitted on the Bulk Email webpage.

Listsers

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

See additional information in the [Listsers](#) section.

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 respective room coordinators, and you will receive a confirmation once the request has been processed. 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, tiffanny.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): Josh Avila, Direct: 312-224-2134, Hotel: 312-787-6100, Mobile: 773-454-6544

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 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 credentials 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 complete 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

Feinberg's updated [Web Development & Governance Policy](#) (effective June 2, 2025) introduces key changes affecting lab websites:

- **Cascade-hosted sites must be updated at least once annually.** Sites considered "orphaned or outdated" may be taken down at the discretion of the Feinberg Web Team following a remediation period (see Section V).
- **NUsites and third-party platforms (e.g., Squarespace, Weebly) are no longer recommended** — Feinberg IT and the Office of Communications will not approve or support new sites built on either NUsites or third-party platforms.
- **Legacy third-party sites do not need to be phased out immediately**, but those hosted on outdated Feinberg or Northwestern servers may be removed or migrated to Cascade if they pose imminent security or maintenance risks.

To ask questions or plan a transition to Cascade, contact BSA communications specialist [Yesenia Navarro](#).

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](#).

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 NU sites, 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

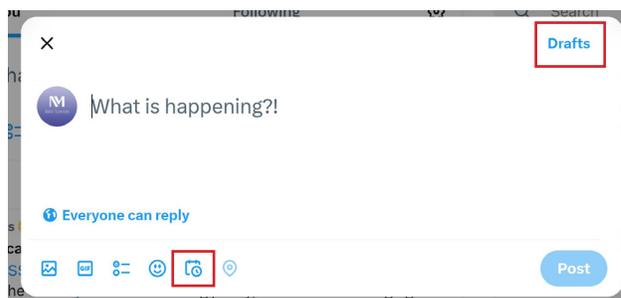
If you are using a photo, graphic or video with a URL to a news story, study, etc., "shrink" the URL so you don't have long, alphabet-soup URLs bogging down your posts. You can use free websites such as [TinyURL](#) or [Bitly](#) (for up to 100 links per month).

Note: as of Feb. 2025, the free version of Bitly has started to run ads. TinyURL remains ad free but doesn't have free tracking on links.

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 employees)
- [Sprout Social](#) (paid service)
- [Hootsuite](#) (paid service)



Partners and Amplifiers

On X (Twitter)

- 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](#)
- Center for Autism and Neurodevelopment: [@NUAutism](#)
- Cell & Developmental Biology: [@NU_CDB](#)
- Center for Genetic Medicine: [@NUgeneticmed](#)
- Neuroscience: [@Neuroscience_NU](#)
- Identify other campus partners (e.g., departments, centers) and beyond.

On Bluesky

- Basic Science Administration: [@nu-bsa.bsky.social](#)
- Center for Advanced Microscopy & Nikon Imaging Center: [@camatnu.bsky.social](#)

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](#)
- [Center for Advanced Microscopy & Nikon Imaging Center](#)
- [Center for Autism and Neurodevelopment](#)
- [Cell & Developmental Biology](#)



[Access more 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:

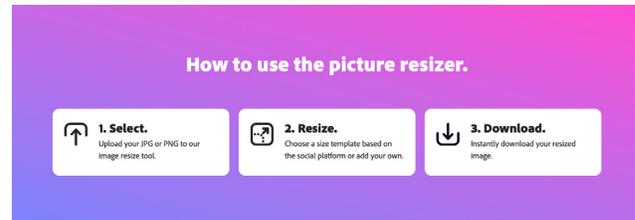
- Select "Login with school account"
- Enter your Northwestern email address > click "Continue"
- Select "Company or School Account"
- You may be redirected to the Northwestern Online Passport or SSO. If so, use your NetID and password, then click "Log in"

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).
- **6/5/25** - Removed HTML Email section and replaced with [Event Emails](#) section and templates; updated the [Faculty Lab Site Development](#) section reflecting key changes to the [Web Development & Governance Policy](#), effective June 2025; added new basic science social media channels.

