



Student Event Request and Flyer Approval Process Morris Brown College – Office of Student Affairs & Office of Marketing and Communications

Please Note: Proper planning and timely submission are essential for all events. Requests must be submitted in advance to allow for the full review and approval workflow. Delayed submissions may not provide sufficient time for processing, which can hinder promotional efforts and affect the overall success of the event.

Step 1 – Guideline Review and Form Access

Before developing or submitting any flyer or event material, the requester must review Morris Brown College's official marketing and branding guidelines to ensure alignment with institutional standards.

- To access, click here: <https://morrisbrown.edu/clubs-organizations/>
- Requester may access all required forms (including the [Facilities Request Form](#) and [Flyer Guidelines](#)) on this page

Step 2 – Advisor Review and Approval

The organization Advisor must review and approve the flyer and event request **before** the student (requester) submits it to the College for official approval.

- Advisor verifies accuracy of content, spelling, punctuation, and adherence to MBC's marketing and editorial guidelines.
- Advisor confirms that the event aligns with the organization's purpose and the College's mission.

Step 3 – Initial Submission to College Officials

After an event is approved by the advisor, the requester completes the online Facilities Request Form.

- Within 24 hours, Mrs. Devonne McKenzie will:
 - Add the event to the official Campus Events calendar:
<https://morrisbrown.edu/greek-life/>
 - Reserve available space

Requester will email the draft of the flyer to:

- Mrs. Shandra Hill Smith – Executive Director, Communications, Marketing and Strategic Partnerships
shandra.smith@morrisbrown.edu

- (cc):
 - Dr. James Allen – Vice President, Enrollment Management and Student Affairs
james.allen@morrisbrown.edu
 - Mrs. Devonne McKenzie – Director, Student Life and Retention
devonne.mckenzie@morrisbrown.edu
 - Mr. DeQuincy Atterberry – Special Assistant to the President
dequincy.atterberry@morrisbrown.edu
 - Mr. Jerome Rowland – Executive Director, Campus Operations and Facilities
jerome.rowland@morrisbrown.edu

Reminder: Not following MBC’s branding and editorial guidelines on the creation of flyers will delay approval.

Step 4 – Editorial Review

Mrs. Hill Smith will review submissions within three (3) business days and either:

- Approve the flyer, **or**
- Return it to the requester with required edits.

If edits are required, the requester must make revisions and resubmit.

Following [all guidelines](#) will significantly reduce processing time.

Step 5 – Final Approval and Posting

Mrs. Hill Smith will send an approved flyer to Mr. DeQuincy Atterberry for the official approval stamps.

- Mr. Atterberry will add the stamps and email the finalized flyer to the requester with a message indicating: “Your event has been approved; you may post on social media.”
- He also will add the flyer to the College’s digital monitors.

Step 6 – Posting and Promotion

Approved flyers bearing the official MBC approval stamps may be posted or shared on social media. Flyers must be posted in full, with the approval stamps showing in the post. In addition, it is a violation College policy to attempt to work around the official approval process by manipulating approval stamps.

- If your organization creates a secondary or promotional flyer for an activity within an approved event, it must also go through this same editorial review and approval process.
- Advisors are responsible for ensuring all captions and promotional text are free of grammatical and spelling errors and are appropriate both for the Morris Brown College brand and for social media.

PLEASE SEE NEXT PAGE

Example of approved flyer and College stamp:



The flyer features a blue background with a large, faint 'ZΦB' watermark. At the top right is the ZPhi Beta logo. The main text is arranged in white arrow-shaped boxes pointing right. A central photograph shows a young woman in a blue blazer and black skirt standing next to a tree trunk with 'ZΦB' and '1921' painted on it. The bottom left has a small 'A SS' logo with a red circle around it. The bottom right contains contact information for questions.

**FALL 2025
INTEREST MEETING**

**AUGUST 25, 2025 @ 7 PM
EXECUTIVE BOARDROOM**

REQUIREMENTS

- ✓ Minimum 3.0 GPA
- ✓ Come Dressed Professionally
- ✓ Bring Your Unofficial Transcript and Resume

QUESTIONS

(678) 304-9953
betabasileus1921@gmail.com

**Please note: The only flyer version that can be posted on social media is the approved flyer with the stamps.*