Communications Request for Support *FAQ*

Why are you using a form for people seeking communications support?

To better support you and effectively manage the high volume of requests that the Communications team receives, we're introducing a form to help streamline the process — from initial request to finished product.

The questions asked in the form help ensure parts of a project don't get missed, and everyone has the same understanding about deliverables and timelines.

Who will receive my submission?

The form will go to csmconnect@ucalgary.ca which is monitored by Cumming School of Medicine (CSM) communications staff. It will be forwarded to the appropriate people who can help with the request. They will follow up with you within three (3) working days of submission.

I don't see a spot to enter all the information about my request. Can I just email you what I need instead?

Submitting the form is like securing a spot in the queue, and more information can always be shared later. Projects and requests can be multifaceted! After you've submitted your request, you can send a follow up email to csmconnect@ucalgary.ca with additional information if needed.

I'm not sure about all the support I will need for this project, but I do know one thing I will need soon. Can I add additional deliverables to my request after submitting?

It's best to include more details upfront, but we are always available to provide additional support when capacity allows. You can follow up on initial requests at csmconnect@ucalgary.ca and we will let you know if there are any concerns and give you an updated timeline.

This feels like more work for me.

The form is a way of frontloading information so that we have everything we need to have fruitful conversations about the nuances of your request and create deliverables that meet your needs. While it may require more information upfront than you had typically prepared, providing these important details earlier in the process will help minimize back-and-forth and ultimately shorten timelines for everyone.

Why do web updates have a separate request form?

In early 2025, web services were centralized at main campus. All Digital Specialists were moved to a team operating from Central IT. Requests for new websites or issues with current websites can be submitted to a portal through IT services: IT ServiceNow.

I’ve had one point of contact on the communications team in the past. Will they continue to be the person I work with now that there is a request form?

If you’ve mainly worked with one member of the communications team, we will try to connect you with them again for ease and institutional knowledge. We've observed that project distribution can sometimes become unbalanced, with some team members managing a heavier workload while others have greater capacity. If an urgent request comes in and someone you haven’t worked with is available, having other team members help us meet your deadline maintains a balanced workload for the whole team.