

TECC Materials TA Business Rules



TECHNICAL ASSISTANCE (TA) TYPES

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|---|---|
| <p>Approved TA Types ✓</p> | <p>Customization of TECC Materials (adding project name, contact info, logo) Editing Content</p> <p>Design for: Brochure, Fact Card/Postcard/Rack Card, Fact Sheet, Images, Infographic, Poster, Project or Coalition Logo, Sign, Billboard, Banner, and Advertisement Resizing.</p> <p>Resizing CTCP Media Assets</p> <p>Translation</p> |
| <p>May Need Approval From CTCP ?</p> | <p>Adaptation of TECC Material (minor changes to content or images)</p> <p>Design for: Guide, Report, Toolkit, Digital Illustrations</p> |
| <p>Not Approved ✗</p> | <p>PowerPoint Presentation, Letterhead, Website Development, Evaluation Tools, Translation of Evaluation Tools</p> |

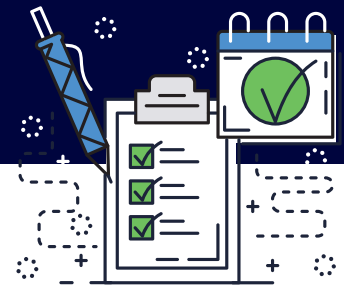
ESTIMATED TA TIMEFRAMES

| Type of Work | Initial Draft | Revisions/ Final Files |
|---|---------------|---------------------------|
| Customization of TECC Material: Defined as adding a program's name, contact info, and logo. | *1-2 weeks | *1-2 weeks |
| Adaptation of TECC Material: Defined as keeping the look and feel of a TECC material with minor changes to content or images. Requires TECC and CTCP approval. | *1-2 weeks | *1-2 weeks |
| Editing Content: Major editing of material's messages, reading level, specific audience needs, etc. | *1 week | *1-2 weeks |
| Design: Brochure, Fact Sheet, Infographic, Fact Card, Rack Card, Postcard, Poster, Billboard, Banner, Advertisement. | **1-2 weeks | *1-2 weeks |
| Design: Report, Guide, Toolkit | **2-4 weeks | *1-2 weeks |
| Design: Sign | *1 week | *1 week |
| Design: Project or Coalition Logo. TECC provides several initial logo options and up to 3 rounds of revisions. | *4 weeks | *1-2 weeks |
| Translation: Can translate 4 separate educational materials in up to 4 languages per one reporting period. | *1 week | *1-2 weeks |
| CTCP Media Unit Assets: TECC must receive files from CTCP Media Unit in order to begin work. | *1-2 weeks | *1-2 weeks |

*Timeframes may change depending on volume of TA requests TECC is working on and timeliness of response from the project in MatTrack.

**This timeframe applies after content is fully developed and edited, including fact checking.

BUSINESS RULES



- + Technical Assistance (TA) for educational materials must fall under activities written in the Educational Material Development portion of the project's Scope of Work (SOW) and some Media Activities. Provide the SOW activity number in MatTrack. Contact your CTCP Program Consultant (PC) to revise your SOW if the material is not currently included in Educational Material Development or Media Activities.
- + TECC can work on only one TA request at a time per project.
- + TECC staff will acknowledge initial MatTrack TA request within 2 business days.
- + TECC can reject work not related to Educational Material Development, not within TECC's scope of work, or not within TECC's capacity.
- + TECC will spend up to 10 hours per TA request. TA requests requiring more than 10 hours may require additional approval by TECC & CTCP.
- + Educational materials will meet requirements laid out in Section 303 of the [CTCP Policy Manual](#).
- + Educational materials will adhere to ADA guidelines.
- + Person who submitted TA request in MatTrack is accountable for:
 - Providing essential information to begin TA activity, including: intended audience, content, sources, dissemination format, copyright, permissions or approval, and deadline(s).
 - Responding to messages from TECC within 7 business days.
 - Designating an alternative contact, if the main contact will be out of reach for more than 2 weeks.
 - Reviewing drafts, proofs, and final files of TA work. If review is expected to take more than 2 weeks, please provide an estimated timeline.
- + TECC may put a ticket on Hold Status if the contact does not reply to messages within 1 month. Additionally, TECC may close a ticket due to lack of response or if a project decides to not pursue the TA request.

CTCP Media Unit Assets:

- + Project must place an order for media unit assets with the CTCP Media Unit prior to submitting a TA ticket in MatTrack. TECC must receive files from the project or CTCP Media Unit in order to begin work.
- + Any use of CTCP campaign materials and/or graphics needs prior permission.

Translations:

- + The project is to provide detail on the request for translation, including relevant SOW item and consumer testing information.
- + TECC can translate 4 separate materials in up to 4 languages per one reporting period, unless approved by CTCP.

Consumer Testing:

- + For new materials, translations, and adaptations, the project is responsible for conducting [consumer testing](#) prior to dissemination.
- + Projects need to submit all finalized materials with consumer testing results under Material Submission in MatTrack.

For more information and resources related to TA and Materials Development, visit www.tecc.org or contact us at help@tecc.org.