



# Quick Workflow Gaps Checklist for University Marketing Teams

Even strong teams with good systems can hit unexpected bottlenecks. Here are 5 quick areas to assess when thinking about workflow improvements:

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## 1. Request Intake

- Is there a single, structured way for campus partners to submit marketing and creative requests?
- Are project details captured consistently at the start, or do you often need follow-up emails?

→ **If intake isn't streamlined, projects often start off missing key info—creating delays later.**

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## 2. Approval Process

- Are decision-makers clearly defined at each stage of the project?
- Is there a documented process for fast-tracking urgent requests or changes?

→ **Unclear or inconsistent approvals can stall projects unnecessarily.**

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## 3. Prioritization and Visibility

- Is there a central way to see which projects are highest priority?
- Can leadership easily view project statuses without chasing updates?

→ **Without clear prioritization, teams often scramble to meet deadlines that should have been flagged earlier.**

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#### **4. Cross-Team Collaboration**

- Are creative, content, digital, and strategy teams aligned on project timelines from the start?
- Are hand-offs between teams smooth and predictable?

→ **Siloed workflows cause unnecessary back-and-forth and missed deadlines.**

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#### **5. System Utilization**

- Are project management tools (like Workfront, Monday.com, or Hive) configured to match your team's real workflows—not just generic templates?
- Are automations and templates actively used to save time and reduce manual work?

→ **Underused tools lead to wasted effort and duplicated tasks.**

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**If you spot gaps in even one or two of these areas, small changes can create big improvements.**

I'd be happy to chat through where you're seeing friction—and suggest some low-lift solutions when the time is right.

## About Us:

All Things Content is a strategic consulting firm specializing in workflow operations, process improvement, and project management systems for mission-driven teams.

We help universities, nonprofits, and growing businesses work smarter by optimizing how work flows—across departments, platforms, and priorities.

Our [services](#) focus on:

- Workflow audits and process improvement
- Intake, approval, and resource management systems
- Project prioritization frameworks
- Cross-functional collaboration
- Platform implementation and adoption (Hive Partner)

We work exclusively through retainer-based partnerships because operational clarity takes time, trust, and long-term alignment. Our clients see us as strategic partners—often serving as an extension of their internal operations team.

From untangling project backlogs to building sustainable systems from the ground up, we bring structure to the chaos so your team can focus on what matters most.

## What We Offer:

- **VIP Strategy Days** for immediate clarity and team alignment
- **The Optimizer (6-Month Retainer)** for teams that need focused implementation support to streamline workflows and improve operations
- **The Overwhelmed & Disconnected (12-Month Retainer)** for teams seeking deeper transformation, ongoing structure, and long-term accountability

**Not sure what package is the best fit?** Take this [2-minute assessment!](#)

**Need more insight & support? Book a free 1:1 consultation [here](#).**