What's Inside CS?

Welcome to the first issue of Inside CS! Since we work closely with so many of the ComPsych departments and offices both in the U.S. and abroad, we've created this e-newsletter to give everyone a better look inside the Creative Services department.

We're always looking for ways to improve, so we want to hear your feedback about this newsletter as well as the rest of our work. Please feel free to e-mail or call any of us, or you're always welcome to stop by Creative Services on the 13th floor.

We hope you enjoy the first issue of Inside CS as much as we did creating it!

Karen, Kirstin, Rian, Shaina, Ryan and Matt

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Where are we now?

Where do we want to go?

Creative Services recently took a look at both of these important questions and answered them by creating Mission and Vision Statements.

COMPSYCH CREATIVE SERVICES
VISION STATEMENT

BE THE FORWARD-THINKING **COMMUNICATIONS** AUTHORITY THAT CREATES **EASILY UNDERSTOOD DESIGN AND WRITING** THAT BEST MEETS THE **UNIQUE NEEDS** OF ALL CUSTOMERS.

COMPSYCH CREATIVE SERVICES
MISSION STATEMENT

DEVELOP RELATIONSHIPS **AND QUALITY,** COST-EFFECTIVE SOLUTIONS THAT ACHIEVE **MAXIMUM UTILIZATION AND IMPACT ON** PEOPLE'S LIVES.

CS Shortcuts

How to Place Images in PowerPoint

- To insert an image in PowerPoint, click the "Insert" tab and then choose "Picture." Select the image you want to insert, whether it's located on your desktop, zip drive or another folder and click on it. Next, press "Insert" and your image will appear in the PowerPoint.

Changing image size

- If you need to change the size of an image, you want to make sure you do so without distorting it. Here are two ways you can reduce or increase the size of an image:
  – Put the cursor on one of the four corners of the picture, press "Shift" and hold while dragging the corner to the size you'd like.
  – Place the cursor on one of the four corners of the picture, press "Control" and hold while dragging the cursor. This will move all four corners simultaneously.

Cropping an image

- To hide or trim part of a picture by removing vertical and/or horizontal edges, follow these steps:
  – Click on the picture you want cropped
  – Choose "Crop" in the size group
  – To crop one side, drag the center cropping handle on that side inward.
  – To crop equally on two sides at once, press and hold "Control" while you drag the center cropping handle on either side inward.
  – To crop equally on all four sides at once, press and hold "Control" while you drag a corner cropping handle inward.

Compressing Pictures in a PowerPoint

This will allow you to reduce file size without losing any image quality.

- Click on "Compress Pictures" in the Adjust group under the Format tab.
- Next, you can choose to compress an individual photo and to delete cropped areas of pictures, which still are part of the picture file and are taking up space even though you can't see them.
- Another way to compress pictures is when you save your PowerPoint. After clicking "Save as," click on the "Tools" pull-down menu next to the "Save" button and select "Compress Pictures."

Searching for a document

- Open the "STAY AHEAD Sales Tools" folder.
- Find the rectangular search box in the top right corner of the screen. There is a small, blue magnifying glass on the right side of this search box.
- Enter "Food Poisoning Dangers" into this search box and press "Enter." Make sure to use proper spelling so the search will find the correct matches.
- Wait for a list of all the communications with the words "Food Poisoning Dangers" to appear. Each result will include the path to where it's located on the Share drive.
- For this example, the Food Poisoning Dangers HelpSheet is located at: S:\STAY AHEAD Sales Tools\Employee Communications\ HelpSheets\Monthly\AS2014\02_Feb.
- Double-click on the communication you'd like to open.

How to Create a pdf in Word

- Creating a pdf in Word is simple. When you're ready to save, click "Save As" and then scroll down to "pdf" in the "Save as type:" dropdown menu. Finally, click "Save" at the bottom right corner of the screen.

Taking screenshots in Windows

- Click "Start" and select the Snippet tool.
- Use the cursor to highlight the portion of the screen you need.
- To take the whole screen press print screen and paste in desired application (Paint, Word, Outlook, etc.)

PowerPoint Update

The FMLA PowerPoint was completely redone earlier this year to align with all the new FMLA and ADA laws. We also updated a number of the photos in the International PowerPoint. This was done to add more diversity into that presentation because our scope of prospects has broadened.

All of the PowerPoints have been modified over the years with additional slides and updated imagery, etc., to meet the requests of the owners of those PowerPoints. The style of each of the PowerPoints has, for the most part, remained the same.

Some of the additional PowerPoints that we've worked on recently are:

- Corporate and Sales Template
- Executive Summary
- HealthyGuidance®
- HealthChampion®
- All Webinar PowerPoints for Marketing

All of the current PowerPoints can be found here: S:\STAY AHEAD Sales Tools\PowerPoints & Agenda

What's New

New Creative Services Reference Guide

Need to know where to find domestic and international request forms? Looking for descriptions of materials and pricing information? Trying to locate PowerPoint tips, Sample Letterhead Format or logos? Then check out the new Creative Services Reference Guide at S:\STAY AHEAD Sales Tools\Style Guides\CS Reference_2014.pdf.
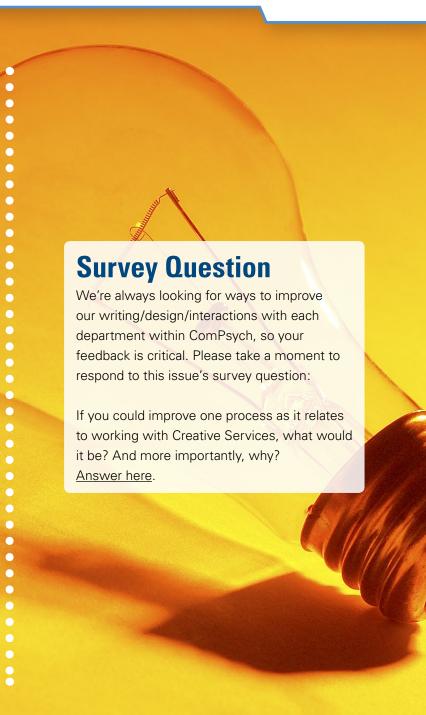
New Global Vendors

If you attended the 2014 Kickoff Meeting in January, you know how much of a success it was as ComPsych team members from around the world joined at The University of Chicago Gleacher Center to review 2013 and look ahead to an even more successful 2014! The Kickoff has produced a number of positive results for the Creative Services team, including the addition of several printing and translation vendors we learned about during discussions with the ComPsych global staff during that two-day event:

New Printers

BTL – Switzerland
Britannia Printing – Canada
East Printers – Shanghai, China
Copy General – Czech Republic, Russia, Hungary and Poland

New Translators

Dr. Anna Vondrichova – Czech Republic
Max Language Translations – India

Survey Question

We're always looking for ways to improve our writing/design/interactions with each department within ComPsych, so your feedback is critical. Please take a moment to respond to this issue's survey question:

If you could improve one process as it relates to working with Creative Services, what would it be? And more importantly, why? Answer here.

What's on Stay Ahead?

You submitted a request form to Creative Services a few days ago and you want to check the status of the job. Here's a quick way to check the status of any of your domestic or international requests:

- Go to S:\STAY AHEAD Sales Tools\Employee Communications\Job logs.
- Open the current job log spreadsheet (The date is in the file name).
- When you open the spreadsheet, you will see all of the in-process Creative Services jobs. In additional to the status of your job, review the quantity requested, date submitted, date due to client and project owner (designer/writer).

You can also click on the "Completed Jobs" tab at the bottom of the spreadsheet to review previous requests, who from Creative Services completed those requests and when they were delivered.

Ask Us

We're glad that so many of you stop by the Creative Services department. Call or send us an e-mail if you have any questions about a process or a specific job request. If you have any Creative Services-related questions that you think would be of interest to others in your department or ComPsych as a whole, please enter them here.

We'll pick a few of the best questions and answer them in the next issue of Inside CS.