



4. Provide Graphic Support and Resources

Leverage Existing Graphic Resources, Build New Capacity As Needed

Potential Graphic Support Providers

Source	Expertise	Cost
External consultants	★ ★ ★	\$\$\$
Research communications team/staff	★ ★ ★	\$
Campus communication team/staff	★ ★	\$\$
On-campus centers (e.g., communication, data visualization, statistics)	★ ★	\$\$
Graduate students and postdocs	★	\$
Undergraduates	★	\$

Forging strong relationships with campus partners can help reduce potential costs

Key	
★★★ : High Expertise	\$\$\$: High Cost
★★ : Moderate Expertise	\$\$: Moderate Cost
★ : Low Expertise	\$: Low Cost

Self-Service Resources



Training

Example: [Texas Tech University](#)



Graphic repository

Example: [Penn State University](#)



Logos and icons

Example: [University of North Carolina at Chapel Hill](#)