

STEPHEN F. AUSTIN
STATE UNIVERSITY

Office of the General Counsel

POLICY SUMMARY FORM

Policy Name: University Publications (Mass Email and Webpages)

Policy Number: 15.8

Is this policy new, being reviewed/revised, or deleted? Review/Revise

Date of last revision, if applicable: 4/30/2019

Unit(s) Responsible for Policy Implementation: Chief Marketing Communications Officer

Purpose of Policy (what does it do): Provides guidelines to ensure materials promoting or representing the university are followed to ensure accuracy, professionalism, character, integrity and accreditation status of the institution

Reason for the addition, revision, or deletion (check all that apply):

- Scheduled Review Change in law Response to audit finding
 Internal Review Other, please explain:

Please complete the appropriate section:

Specific rationale for new policy:

Specific rationale for each substantive revision: This review adds Mass Email and Webpages, which are increasingly used and even outpacing the use of University Publications to represent the institution. This revision includes additional formats and materials used in the advent of digital technology. It clarifies the involvement of UMC in planning, executing, and approving materials.

Specific rationale for deletion of policy:

Additional Comments:

Reviewers:

Graham Garner, Chief Marketing Communications Officer
Damon Derrick, General Counsel

University Publications, *Mass Email*, and *Webpages*

Original Implementation: March 15, 1977

Last Revision: April 30, 2019/12, 2022

~~To assure that communication to the general public contains accurate and current information and presents, through both content and appearance, a professional image that properly reflects the character, integrity, and accreditation status of the institution, official~~ *Official* university publications, *mass emails*, *webpages* and ~~non-broadcast video presentations intended for off-campus distribution, to promote or on-campus distribution to non-represent the university individuals or groups (those not employed by or enrolled in the university), its activities~~ must be approved by *the Division of University Marketing Communications* prior to printing or electronic distribution. ~~Communication intended solely for students and/or university employees is not subject to this approval policy. or publication to ensure accuracy, professionalism, character, integrity and accreditation status of the institution.~~

Examples of ~~communication~~ *communications* that must be submitted for approval include ~~academic bulletins, though are not limited to,~~ brochures, flyers, invitations, ~~pamphlets~~ *mass emails*, handbooks, newsletters, program announcements, advertising (newspaper, magazine, radio, television, online, billboards, posters, etc.), and publications for intercollegiate athletics (media guides, programs, newsletters, etc.).

~~This approval policy applies to publications printed on-campus or off-campus printers~~ *While such materials must be reviewed by the Division of University Marketing Communications, the university prioritizes materials directly related to, and departments using desktop publishing or video equipment which display proven progress toward, student recruitment, enrollment and donor relations.*

University communication and marketing efforts must be planned, executed, or approved by the Division of University Marketing Communications. Review may include any or all of the following: ~~writing~~ copywriting, editing, formatting, coding, web design, layout and graphic design, ~~videotaping~~ photographing, video recording, video editing, and assessing visual and audio content. Assistance with scheduling and purchasing advertising placements, preparing specifications required for competitive bidding, and coordinating production schedules and delivery with outside vendors also may be provided.

Without approval of the materials from *the Division of University Marketing Communications*, university procurement will not issue a purchase order for advertising or off-campus printing services.

Prior to submission to University Marketing Communications ~~for approval~~, a publication or advertisement should be reviewed and approved in writing (~~use Approval for Printing form available on the University Marketing Communications website~~) by the appropriate authorities

within the department and division. *Once internally approved, the department, office, or division must submit the piece for final approval through the Division of University Marketing Communication's online service desk.*

Allow at least 10 working days for *the Division of University Marketing Communications* to review materials, but it is strongly encouraged that materials be submitted well in advance of publication or printing deadlines, as revisions may be required *and also may include a redesign by University Marketing Communications.*

Upon approval by *the Division of University Marketing Communications*, the ~~head~~ *designee* of the originating department ~~or a designee will~~ *may* work directly with *the SFA Graphic Shop, the Division of University Printing Services* ~~Marketing Communications~~ or Procurement and Property Services to initiate the printing process. If an off-campus printer is used and competitive bidding is required, *the Division of University Marketing Communications and/or Procurement and Property Services* will develop specifications and secure bids as required by the Best Value Procurement ~~Policy~~ *policy* (17.1).

Materials submitted to ~~University Printing Services~~ *the SFA Graphic Shop* or Procurement and Property Services without proper approval will be returned to the originating department. If a department uses its own equipment or an outside vendor to print a publication or produce radio and television advertisements or video presentations, University Marketing Communications must authorize printing, *publication*, or distribution.

The president may authorize individual exemptions to ~~the university publications~~ *this* policy. Such a request must be made in writing to the ~~executive director~~ *chief marketing communications officer of the Division of University Marketing Communications.*

All university publications should clearly reflect the date the publication is produced or initially distributed. —This includes publications sponsored by or purchased for distribution by the university or released by research firms, consulting firms or other private institutions under contract with the university. This does not include correspondence, memos or other routine forms.

Cross Reference: None

Responsible for Implementation: ~~Vice President for University Advancement~~ *Chief Marketing Communications Officer*

Contact for Revision: ~~Executive Director of University~~ *Chief Marketing Communications Officer*

Forms: Approval for Printing (available from ~~University Printing Services~~ *the SFA Graphic Shop*)

Board Committee Assignment: Academic and Student Affairs