



University Publications, Mass Email and Webpages

Purpose

To ensure accuracy, professionalism, character, integrity and accreditation status of the institution in official university marketing and promotional communications prior to printing or electronic distribution or publication.

Persons Affected

Any individuals communicating by print or electronic means on behalf of the university, or in their capacity as a university employee or representative.

Definitions

None

Policy

Official university publications, mass emails, webpages and video intended to promote or represent the university or its activities must be approved by the Division of University Marketing Communications. Examples of communications that must be submitted for approval include, though are not limited to, brochures, flyers, invitations, 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.).

While such materials must be reviewed by the Division of University Marketing Communications, the university prioritizes materials directly related to, and 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: copywriting, editing, formatting, coding, web design, layout and graphic design, photographing, video recording, video editing, and assessing visual and audio content.

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, a publication or advertisement should be reviewed and approved in writing 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 designee of the originating department may work directly with the SFA Graphic Shop, the Division of University 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 applicable university policy.

Materials submitted to 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 this policy. Such a request must be made in writing to the 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.

Related Statutes or Regulations, Rules, Policies, or Standards

Identity Standards Manual

Responsible Executive

Chief Marketing Communications Officer

Forms

None

Revision History

September 1, 2023 (original)