



University Communications & Marketing Policies and Procedures

| Policy # | Origination Date | Responsible Office | Status | Approval Date |
|------------|------------------|----------------------------|--------|---------------|
| 09-02-A-01 | Feb. 2009 | Communications & Marketing | FINAL | Oct. 5, 2009 |

Policy Statement

This policy governs the use of all official Dillard University editorial content, graphics, publications, advertisements, signage, websites, video, audio, photography, and other public communications that bear the university's name and image.

This policy governs Dillard University's management of media relations. With prior approval from the Senior Director of University Communications & Marketing, the Executive Vice President, or the President, subject-matter experts may speak to the media regarding news events related to their field of expertise. While their affiliation with Dillard can (and should) be noted in the news story, it should be clear that the individual is speaking based upon his or her expertise, and not on behalf of Dillard University.

The Office of University Communications & Marketing is responsible for internal and external communications that are promotional and/or informational. Such services include:

- Communications Plan Development
- Media Relations
- Print Materials
- On-Campus and Off-Campus Publicity
- Still Photography & Video
- Web Design & Content Development
- Art Direction & Graphic Design

Reason for Policy/Purpose

The university is committed to maintaining and protecting the integrity of its image. This policy ensures that the image of the university is consistently represented in a manner that enhances, supports, protects, and upholds the mission, vision, and strategic plan of Dillard University.

Who Needs to Know This Policy

All faculty and staff in all units of the university.

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Definitions

| Term | Definition |
|-------------|---|
| UCM | The Office of University Communications & Marketing |

Responsibilities

| Office | Responsibility |
|--|--|
| Senior Director of University Communications & Marketing | All media relations, including the dissemination of all press releases and handling of all press inquiries. |
| President of Dillard University | Official spokesperson during crisis situations and in all matters pertaining to university policies, procedures, students and personnel. |

Policy/Procedures

Campus-Wide Announcements

Each division or department head will have the ability to generate a campus wide announcement or e-mail blast from their computer or from one designated by him or her.

There are three categories of messages: all students, all faculty, and all staff. (Currently, these are listed in the email system as **pk students, pk faculty, and pk staff.**)

Messages sent to any or all faculty, students, and staff should be reviewed by the department's director or his or her designee for accuracy and grammar. The Department of University Communications and Marketing may also review messages for branding guidelines when the University logo or mark is used.

All messages must meet the following criteria:

- The message must be generated from a Dillard email account and sent only to Dillard accounts.
- The message must support the mission of Dillard University and must be relevant to the Dillard community (i.e. SGA messages, departmental messages, student organizations, etc.)
- It should not be of a personal or commercial nature.
- Messages should be no longer than 200 words.
- Messages should not contain attachments. Any graphic pertinent to the message should be included in the body of the message.
- Messages wishing individuals Happy Birthday or other personal greetings, are not considered University business and are to be discouraged.

Messages which require review by University Communications and Marketing should allow one to two days lead time for review and approval. In addition, departmental chairs, directors, and administrators should monitor the number and frequency of messages from their respective areas to ensure that the University is not inundated with campus-wide announcements.

Communications Plan Development

The Office of University Communications & Marketing can help other units develop a comprehensive communications plan to promote its activities, programs and events. Because each activity is unique, it is best to involve UCM as soon as planning is under way. UCM ensures the university's branding standards are not compromised in any materials bearing the Dillard name or brand.

Media and Public Relations

The Office of University Communications & Marketing is responsible for promoting university events and activities. To that end, UCM will make personal contact with the media to enhance its ability to promote the university. UCM will also submit advisories and press releases to the media regarding university activities and events, and attend media networking meetings to strengthen ties and enhance placement opportunities.

Procedure:

1. University employees contacted by the media will consult UCM regarding media inquiries.
2. UCM will notify the Office of the Executive Vice President, and provide that office with the time, date and location of the proposed interview and the individuals to be involved in the interview.

3. In the absence of the Executive Vice President, that notification will be forwarded to the President's Office.
4. UCM will set up, confirm and attend the interview, and maintain a clip file of media interviews.

In addition, UCM will establish a series of training sessions (one per semester) to strengthen media interaction skills in those individuals who may represent the university as spokespeople. The office of UCM will consult with individual employees on an as-needed basis.

The Office of University Communications and Marketing will assist with the development of communications materials in a variety of different mediums, from posters and catalogues, to websites and videos.

In order to produce the most attractive and cost-effective products possible, UCM must receive requests for services in a timely manner. The following chart indicates the approximate amount of time needed for certain publications.

Time Frames for Publications:

| | |
|----------------|-----------|
| Advertisements | 2 weeks |
| Banners | 1-2 weeks |
| Brochures | 2-4 weeks |
| Business cards | 1-2 weeks |
| Flyers | 2 weeks |
| Invitations | 2-4 weeks |
| Magazines | 6-8 weeks |
| Newsletters | 3-4 weeks |
| Pamphlets | 2-4 weeks |
| Programs | 2-6 weeks |
| Web pages | 4-6 weeks |
| Stationery | 1-2 weeks |

Regardless of medium, all project requests must follow these same initial steps:

- The requesting office must complete a project request form. Information must be submitted within the time frames outlined in the chart above.
- When applicable, the requesting office must include a date, time and location (for example, for interviews, photo/video shoots, or events to be publicized), as well as a deadline for completion of printed products or services.
- Request form will then be stamped by UCM with date of receipt.

All procedures outlined henceforth are written under the assumption that the above steps will be carried out first.

Creating Publications and Printed Materials

The Office of University Communications & Marketing will manage and approve publications meant for in-house and external distribution in order to maintain a consistent institutional image.

Procedure:

1. UCM must contact requesting office to discuss specific needs.
2. Based on the service request, UCM will determine whether the job will be outsourced or completed in-house.
3. Simple flyers, invitations and programs are generally done in-house.
4. Brochures, newsletters, banners, signage and magazines are generally outsourced.
5. If a request must be outsourced, UCM will inform the requesting office of charges.
6. Requesting office must then secure a purchase order before production can begin.
7. Requesting office must review and approve a final proof before print production.

Editing Publications and Printed Materials

The Office of University Communications & Marketing will edit all official university publications meant for public distribution, such as programs, flyers, advertisements, pamphlets, brochures and magazines. This does not apply to academic papers, syllabi, grants, and so on.

Procedure:

1. UCM reviews and edits submission and stamps the draft approved, or approved with corrections.
2. The submission is returned to the requesting office for their review and approval.
3. If the requesting office approves the changes, the job is ready for publication.
4. If the requesting office disapproves of the changes, UCM and the requesting office hold further discussions until a consensus is reached.

On-Campus and Off-Campus Publicity

The Office of University Communications & Marketing will provide support for university-sponsored activities and events, both on- and off-campus, through the production of posters, flyers, table tents, simple brochures, banners, programs, invitations, and so on.

Procedure:

For on-campus activities:

1. The requesting office is responsible for printing and distribution of the above-named publications, and must bear the cost associated with their reproduction.

2. For off-campus activities, UCM secures bids for the requested service.
 - The requesting office approves the bid, and submits an estimate of total costs to the Office of Business and Finance.
 - The requesting office provides UCM with the purchase order number secured from the Office of Business and Finance.
 - UCM contacts the vendor.

Photographic and Video Services

The Office of University Communications & Marketing will assist with the selection of vendors to provide photographic and video services for university sponsored events.

Procedure:

1. Based on the project request, UCM will determine whether the job will be outsourced or completed in-house.
2. If the job is outsourced, UCM secures bids for photographic or video services. Then:
 - The requesting office approves the bid, and submits an estimate of total costs to the Office of Business and Finance.
 - The requesting office provides UCM with the purchase order number secured from the Office of Business and Finance.
 - UCM contacts the vendor.

Web Services

The Office of University Communications & Marketing will assist with the creation of web pages, web content and graphic designs.

UCM can train any faculty or staff members in the use of Dillard University's Content Management System. Once trained, Departmental Coordinators are encouraged to update the information on their respective sites independently (with departmental approval). Within 24-48 hours, UCM then reviews the updates for style before posting them live online. Emergency updates will be posted immediately.

Website Address(es) for this Policy

Addresses of all occurrences of this policy on the Web

Contact(s)

For questions about this policy contact:
University Communications & Marketing
504.816.4260
ducom@dillard.edu
www.dillard.edu

Related Information

Web addresses of related policies
Legal References

Who Approved this Policy

Name & title of person(s) approving the policy, i.e., the responsible executive, University Policy Officer, Legal Counsel, President.

History/Revision Dates

Origination Date: February 2009

Approval Date: Date when policy was approved by the Senior Cabinet (or Board of Trustees).

Updated: Date when minor, routine changes are made, e.g., as new contact names, position titles, e-mail or Web addresses, etc.

Revised: Last date a revision of the policy is made & approved.

Next Review Date:

Policies will come under review every three (3) years unless changes in federal & state laws or regulations or other external requirements require more immediate policy and procedure changes.