

New Policy: Sets out the University Relations as the unit responsible for virtually all aspects of communications on behalf of A&T.



NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY

SEC. VII—

COMMUNICATIONS

University Policy

I. BACKGROUND

The mission of the Office of University Relations is to protect and manage North Carolina Agricultural and Technical State University's reputation, strengthen the university's brand image, and increase brand awareness. Our communications and branding efforts support A&T's mission of exemplary teaching and learning, scholarly and creative research, and effective engagement and public service. University Relations is charged with distinguishing A&T from its competitors and maintaining a distinct brand image.

In addition, University Relations is the primary strategist for communications about and the primary point of contact for accurate information about the university. The office communicates on behalf of the university with a wide range of diverse constituencies including students, faculty, staff, alumni, donors, news media, community and political leaders, taxpayers, and the public at large.

The purpose of this policy is to establish the lines of responsibility for the university's public relations, marketing, publications, and communications efforts. The policy applies to all areas of the university (i.e. colleges, schools, and administrative units) that communicate to external audiences.

Effective communications is essential to the success of any organization. Whether it is through printed or electronic messages (including social media) and materials, the consistent application of strategies to promote and protect the A&T brand is crucial to the institution.

The university's decentralized structure of management creates numerous areas with communications needs; however, this diverse environment can lead to inconsistent messages about the university. For the university to properly and successfully communicate with a consistent voice, it is necessary for its communications activities to be coordinated through one central office. Therefore, it is the policy of A&T that the development and application of marketing and public relations strategies across the university rest with the Office of University Relations.

The Office of University Relations manages the development of marketing and public relations strategies, and coordinates the communications activities of the university. To maximize the university's communications effectiveness and to ensure consistent application of its communications strategies, each college/school/administrative unit of the university that communicates externally shall designate one individual who will be responsible for coordinating that unit's marketing, advertising, publications, public relations and other external communications activities in cooperation with the Associate Vice Chancellor for University Relations or her/his designee.

II. POLICY STATEMENT

All internal and external communications activities of the university will be coordinated through and approved by the Office of University Relations. These activities will include, but are not limited to the following:

- Publications, i.e., print and e-publications
- Logos and unit identity, including the development of special symbols and indicia
- Paid advertising, including traditional media outlets, new media/electronic media, and other activities involved in marketing the university
- General media relations, i.e., news releases, external newswires, expert databases, social media and all other media relations related activities (See Media Relations policy.)
- Promotional videos
- Video messaging
- Web content

While approval by the Office of University Relations is required for these communications activities, the Associate Vice Chancellor for University Relations may delegate authority to designated unit coordinators as appropriate. No marketing consultants, marketing research firms, advertising agencies or design firms may be hired without the prior approval of University Relations, through the Chief of Staff, the Associate Vice Chancellor for University Relations, or the Director of Marketing.

III. COMMITTEE SUPPORT

The Office of University Relations oversees various committees convened to solicit input for the planning and development of communications, marketing and public relations strategies for the university.

A. University Marketing Advisory Council

Representatives from a cross-section of the university provide strategic direction and actionable insights on the collective vision for the university regarding marketing and branding. Part of this effort will be to help assess the recommended standards and guidelines necessary to maintain accuracy, consistency and integrity in the future, rather than manage or veto the work of University Relations' marketing and branding staff. The council is convened and co-chaired by the Assistant/Associate Vice Chancellor for University Relations and/or the Director of Marketing.

B. Good News Team (GNT)

Delegates designated to represent their respective unit(s) in facilitating external communications about the great things faculty, staff and students are doing at the university will become members of the Good News Team (GNT). The GNT is convened and chaired by the Director of Media Relations to solicit input and to share information and expectations on university initiatives.

C. University Communications Council

Individuals who manage internal and external communications for their respective unit(s) will be designated as delegates on the University Communications Council. The council serves as a forum for delegates to share information and exchange ideas that support and promote the university's brand, mission and vision, and to discuss strategies, issues, challenges and trends that impact communication. The University Communications Council is chaired by the Publications Director.

D. University Web Advisory Council

Delegates designated to the University Web Advisory Council are charged with providing strategic direction through valuable input that articulates the collective visions of their respective areas to the Web Project Team. Part of this effort is to help maintain effective governance, standards and guidelines necessary to maintain accuracy, consistency and integrity in the future, rather than manage or veto the work of the Web Project Team.

IV. PUBLICATION GUIDELINES

The university's publications are written for specific audiences. These audiences range from elementary school children to applicants for admission, the general public and scholars around the world.

A&T's style guide frequently uses the term "public document(s)." For purposes of complying with state publication regulations, public documents are defined in North Carolina G.S. 143-169.2 as follows:

... any annual, biennial, regular or special report or publication of which at least 200 copies are printed, but shall not include intra-agency communications nor agency correspondence.

University-wide newsletters, brochures, annual reports, course catalogs, marketing and recruitment materials, school magazines, and any regular or special publications are considered publications or public documents if they meet the definition above. Recycled paper must be used and there are significant limitations on the use of color printing when printing is paid for using State funds. See UNC Policy Manual 1300.2[R] at:

<http://www.northcarolina.edu/apps/policy/index.php?pg=vs&id=301&added=1> .

A. Statement on Equal Educational Opportunity

The following statement must be included in all university publications that are printed with state appropriated funds, but not including communications within the university or university correspondence:

North Carolina Agricultural and Technical State University is an AA/EEO employer, and it is an ADA compliant institution; thus, facilities are designed to provide accessibility to individuals with physical disabilities.

B. Printing Cost Statement

According to State law, all publications printed by a state agency and intended for distribution without charge outside the university are required to include a statement noting the number of copies printed and the cost. The State Attorney General has interpreted that the law applies to public documents "printed at State expense," i.e. "published with State Appropriated funds." The University may be subject to penalty as outlined in North Carolina General Statute 143-170.1, which states, "(a3) If an agency fails to comply with this section, then the agency's printing budget for the fiscal year following the violation shall be reduced by ten percent (10%)."

The statement should include the total cost of printing, that is, the actual or best available estimate of printing costs when the publication goes to press. Costs should include "labor, materials, and other identifiable design, typesetting, and binding costs." Exclude the costs of developing (research, writing) and editing the publication

The required wording of this statement is:

*_____ copies of this public document were printed at a cost of \$_____,
or \$_____ per copy.*

For example, 10,000 copies of this public document were printed at a cost of \$23,000, or \$2.30 per copy.

C. Photo and Text Review

Proposed text and all photographs for each institutional view book, catalog and brochure must be submitted for review by the Office of University Relations before being sent to a printer. This requirement applies to separate catalogs published for schools, colleges, divisions, departments and/or programs within the university.

University and state guidelines indicate each school catalog should include the university's mission statement, a listing of the university's top administrators, a standard appendix of the university's regulations, a list of UNC System administration, and UNC System history. Text versions may be replaced by a list of URLs for websites that include the required information (see above).

If photographs of faculty, staff and students are used in a publication, they must portray diversity of the institution. Photographs for catalogs or the institutional view book must be submitted together and, if possible, with a page layout that shows photo locations in context. (The university's standard release form is available online. When minors (under age 18) appear in photos, parents/guardians must sign a minor release form.)

The Publications Director or her/his designee will present the proposed text and photographs to the Office of University Relations for review.

V. ANNUAL REVIEW OF MAILING LISTS FOR PUBLIC DOCUMENTS

North Carolina law requires that on an annual basis all university mailing lists for public documents must be revised, corrected and updated. The Chancellor is required to certify this to the Director of the Budget on July 1 of every year, based on information from all campus offices.

Reviewing, updating and correction of mailing lists are the responsibility of deans and division heads who delegate this within their units. To certify the annual review, offices should use a form distributed by the Office of University Advancement to deans, directors, and department heads in the early summer each year.

VI. UNIVERSITY COLORS

The official colors of A&T are blue and gold. Specifications of colors from the Pantone Matching System are listed below:

- Blue - PMS 288; CMYK 100, 65, 0, 31; RGB 0, 70, 132; HEX 004684
- Gold - PMS 123; CMYK 0, 30, 94, 0; RGB 253,185,39; HEX FDB927

These color standards should be matched as closely as possible when university symbols and colors are used on fabrics and porous and non-porous materials and merchandise.

Consultation on the use of the university colors may be obtained from the Office of University Relations, (336) 256-0863.

VII. OFFICIAL UNIVERSITY LOGOS

The official university logos serve the same purpose as a trademark – to build visual identity in the minds of constituents through a uniform and recurrent presentation.

Members of the A&T family – faculty, staff and students – are welcome to use the graphic symbols for official university applications, i.e., programs that are sponsored by the university, and its affiliated entities. The logos may be prominently displayed on promotional materials, including printed works. Their use is encouraged, but not required, on instructional materials.

The symbols give proprietary identification to A&T. Usage is restricted to recognized entities of the university.

The Office of University Relations grants permission for use of university marks as set out in this section. Those seeking permission to use university marks for commercial purposes should contact A&T's logo licensing company. University Relations can provide the contact information. Permission will not be granted for personal use of official university trademarks.

Refer to the *North Carolina A&T State University Style Guide and Graphics Standards* for details on the appropriate use of official university logos.

VIII. ADVERTISING

A&T purchases advertising in the commercial media only when such advertising is necessary to reach a specific audience for a specific purpose. The Office of University Relations is responsible for overseeing the content, planned placement, and purchase of all advertising except in the athletics venue and publications and for "help wanted" advertising.

Students, faculty, staff, and alumni of A&T constitute groups that are attractive to vendors of all sorts. Therefore, it is in the university's interest to regulate how commercial entities may

advertise or place sponsorship announcements in university publications and materials, within its facilities, on its telecommunications resources (e.g. web pages, computers, telephone-related systems, campus radio station), through the postal system, on the campus, and in other ways designed to reach the university family.

This policy does not apply to advertising in *The A&T Register* and *Ayantee*, the university's student newspaper and yearbook, respectively. It does apply to all other publications/printed materials.

Advertising on campus and in university publications for commercial purposes by businesses, organizations, entities, or individuals not associated with the university is prohibited. Products or services may be offered to faculty, staff, and students in designated locations when sponsored by a department or organization.

Sponsorship announcements that meet IRS guidelines and are exempted from unrelated business income tax assessment may be used as further defined in this policy. Sponsorship announcements are generally those where a payment is made to a tax-exempt organization with no expectation of substantial return benefit other than the use or acknowledgment of the donor's name, logo or product lines in connection with the activities of the tax-exempt organization, i.e., the university. The Office of Legal Affairs will advise university faculty, staff, and students as to when a message constitutes advertising versus sponsorship.

Promotion for the sale or consumption of alcoholic beverages or of tobacco-related products on campus or in university publications is prohibited. Manufacturers and distributors of such products may sponsor announcements that do not promote these products but encourage moderation and responsible use.

No activity may be undertaken that places the university in violation of the state Umstead Act, which limits competition with private enterprise.

A. Distribution of Fliers/Announcements

Advertising fliers and other commercial information may not be distributed in classrooms unless directly related to the educational nature and purpose of the class.

Fliers may not be placed on windshields of vehicles parked on university-owned or leased property or in any university parking lot.

Distribution of literature within campus buildings is subject to guidelines issued by the Vice Chancellor for Student Affairs.

Distribution of literature through the campus student mailbox system is subject to guidelines issued by the Vice Chancellor for Business Affairs. Fliers and advertising, except for campus-related services and activities, may not be distributed through the

university mail system. This policy does not affect the handling of mail sent via the United States Postal Service.

Advertising may not be posted on University bulletin boards unless approved by the university organization or office responsible for that bulletin board.

B. Publications

Sponsorship announcements may be solicited and placed in programs, publications, newsletters, and other printed materials when the purpose of such announcements is to defray the cost of producing the material and/or supporting the related program. Examples of such programs include theater, music, and athletics programs.

Advertising is acceptable in publications that are prepared by a commercial vendor and made available at no charge to the university for its faculty, staff, and students under sponsorship of a university agency or organization, e.g. the university telephone directory.

C. University Home Pages/World Wide Web

The university's WWW presence is administered by the Office of University Relations. General questions about Web administration should be directed to that office.

Sponsorship announcements may be placed on University web pages if they are approved by University Relations and do not comprise more than 10 percent of the area of any single screen. For these purposes, a university web page includes the home page; pages developed by academic units including colleges/schools, departments, centers, institutes, academic offices; and administrative units. This policy does not apply to personal web pages that are not related to A&T business and not part of A&T's website. For additional information on policies concerning use of university computers by faculty, staff, and students, see these policies: Computer Use by Students, A&T Policy VII. E-Mail 3.0, at <http://www.ncat.edu/legal/policies/sec7-info-tech/IT%20Email%20Use%20Policy%20Students%20Fin.pdf> and Computer Use by Faculty, A&T Policy VII. E-Mail 2.0, at <http://www.ncat.edu/legal/policies/sec7-info-tech/IT%20Email%20Use%20Policy%20Employees%20Fin.pdf>; however, other policies relating to use of state facilities and equipment for personal gain do apply.

Announcements may contain links to other web pages that provide additional information about the sponsor or the sponsor's products or services.

Sponsorship announcement placements, sponsors, and financial arrangements for such announcements are to be approved by the Assistant/Associate Vice Chancellor for University Relations or his/her designee(s) with such approvals made in consultation with the Vice Chancellor for Business Affairs and the Office of Legal Affairs as appropriate.

Approval of links to web pages of commercial entities and organizations does not convey or imply approval for those entities and organizations to use university marks, logos, or other images without specific permission.

University computers and web pages may not be used for personal advertising or information that will result in personal gain. Individuals may not place advertisements or sponsorship announcements on individual web pages on A&T's website. For additional information on policies concerning use of university computers by faculty, staff, and students, see these policies: Computer Use by Students, A&T Policy VII. E-Mail 3.0, at <http://www.ncat.edu/legal/policies/sec7-info-tech/IT%20Email%20Use%20Policy%20Students%20Fin.pdf> and Computer Use by Faculty, A&T Policy VII. E-Mail 2.0, at <http://www.ncat.edu/legal/policies/sec7-info-tech/IT%20Email%20Use%20Policy%20Employees%20Fin.pdf>.

D. Payments/Income

Income received from sponsors for announcements or advertisements, where permitted, should be used to defray the costs of the item/program in which the announcement or advertisement appears or for the activities of the department or organization concerned.

The amount of payment shall be determined in advance and may not be based on a volume of sales of any merchandise or other services resulting from the placement. When an agent is used to place announcements/advertisements, royalties/income may be determined on a percentage basis. The Vice Chancellor for Business Affairs and the Office of Legal Affairs should be consulted in advance.

E. Exceptions/Authority

This policy is administered by an oversight committee appointed by the Associate Vice Chancellor for University Relations that will include representatives from University Relations, Business Affairs, Student Affairs, and Academic Affairs.

Exceptions to this policy may be requested in writing, summarizing the program desired and the reason for the exception. Such requests will be directed to the oversight committee which will consult with the Associate Vice Chancellor for University Relations as appropriate.

IX. VIDEO MESSAGING

The university provides opportunities for video messaging systems in areas open to the public on campus. These systems can be used to promote events and activities, and alert the campus community about important information.

In consultation with the Office of University Relations, facility managers may install video messaging systems within their buildings.

Only university offices and departments and recognized student organizations can submit content for inclusion on any video messaging system on campus. In some instances, decisions regarding message content will be determined by the facility coordinator. Any changes associated with the posting of the video messages will be the responsibility of the requesting office or organization.

Commercial advertising will only be permitted when it is included as a part of the sponsorship for the event or activity, or through signed agreements with recognized university corporate sponsors.

Emergency information and announcements provided through the Office of University Relations must be included on all of the video messaging systems throughout campus.

X. SIGNAGE

A. Permanent Signage

Campus and university building signs follow a prescribed signage system for design, manufacturing, and implementation. Contact the Facilities Office, 336-285-4500, for details.

B. Temporary Signage: Event/Announcement Signs and Banners

Temporary event signs and banners must be approved and scheduled through the Division of Student Affairs, Office of Student Development, 336-334-7792, for student groups; through the Office of University Relations, 336-256-0863, for university departments; or through the Office of Community Relations, 336-334-7600, for public requests; and Deans' approval from schools/colleges is also needed.

C. Event/Announcement Signage

Signage that contains event and program announcements designed to inform faculty, staff, students, and the public of university events and activities must comply with the provisions of this policy. This policy does not apply to the following areas: scoreboards specific to an athletic facility; existing policies on the use of bulletin boards; directional or building identification signs covered by the existing campus identification program; or, announcements and information provided through the campus computing network.

Any permanent signage erected under this policy will conform to the standards of the campus graphics program.

The sign includes the structure required for its display.

The following are covered by this policy:

1. Major campus perimeter announcement signs, whether permanent or temporary.

These are signs located on the major campus perimeter of Market, Dudley, Lindsay, and Benbow streets. Such signs may be permanent and used to announce a variety of university activities or temporary with a purpose of announcing a single event. Design of these signs will be accomplished or approved by the Office of Facilities, Design and Construction to be appropriate to the location and the university's campus graphics program. Posting of information on these signs will be the responsibility of University Relations.

2. Permanent and temporary announcement signs in interior areas of the campus.

These are signs located within the interior of the campus, either on or outside of buildings. They may be either permanent and used to announce a variety of university activities or temporary in nature with a purpose of announcing a single event. Design of these signs will be accomplished or approved by the Office of Facilities, Design and Construction to be appropriate to the location and the university's campus graphics program. Posting of information on these signs will be the responsibility of University Relations or the appropriate office/unit as assigned by the Associate Vice Chancellor for University Relations.

Exceptions: Single event announcement signs designed similarly to real estate signs – placed along campus walkways and streets – that are placed and removed before and after events do not require prior approval. Banners to be hung on or inside buildings announcing specific activities and programs require approval of the individual responsible for that building.

3. Signs and banners hung from light, power, and telephone poles.

These are signs hung on brackets from light poles along perimeter and internal streets to the campus. These signs must comply with existing City of Greensboro requirements as well as those of the appropriate utility company. They are generally displayed for a designated period of time based on applicable requirements. Scheduling and approval of these signs will be made by the Associate Vice Chancellor for University Relations or designee.

XI. BULK EMAIL

A. Bulk Email

The official bulk email (faculty, staff and student listserv) service is restricted to those messages that meet the following rules:

1. The message is essential to the proper execution of daily business.
2. It notifies the community of significant upcoming events.
3. It provides the community opportunities to engage in the advancement of the university.

All bulk messaging must be coordinated with the Office of University Relations to oversee the adherence to all appropriate messaging, laws and guidelines for such mailings. Exclusions include listserv messages from Human Resources (e.g., personnel related matters including but not limited to benefits, professional development, leave reporting, etc.) and the Division of Information Technology (e.g., technical, systems and software related issues).

B. List Management

It is university policy that the list of alumni and donors and any subgroup of alumni and donors is managed by the division of University Advancement, (“UA”). UA is responsible for the maintenance and dissemination of email addresses for these groups. As such, UA communicates with these constituents as it deems best to help drive the mission and vision of the institution, and may send out bulk email to these groups without need of further authorization. In addition, UA will collaborate with schools, colleges and administrative units to help facilitate communications to their respective constituents, and can authorize other departments, offices and/or individuals to communicate with these groups as long as the communication is approved by University Advancement.

C. List Requests

Requests of UA to provide email addresses to send out bulk emails to alumni and donors must be accompanied by a completed and signed Data/Report Request Form and a signed confidentiality statement.

Any message that includes a fundraising solicitation must be routed through the Office of Annual Giving for approval prior to gaining approval from the Office of University Relations.

A disseminated list can only be used for one message; the list must not be saved and used for multiple messages over time.

Messages that do not meet these requirements should be sent using other methods of relaying information.

This policy does not apply to messages to school/college advisory boards.

XII. PHOTOGRAPHS

All photographs taken by University Relations are the property of A&T. Copyrights are held by the A&T Board of Trustees. Photos taken by University Relations may be used without charge for the promotion of A&T and its units in work managed and executed by University Relations. University Relations is committed to making these photos accessible for use by university units at a reasonable cost. Fees charged offset the costs of equipment and labor.

A. Photo Shoots

Approximately three business days after a photo shoot, the client will receive a CD/DVD containing high resolution jpegs. Photos are for unlimited use by the client in official A&T communications only. All photos are filed in University Relations' database for use in communications executed by University Relations. In addition, selected photos may be included in University Relations' published database, where they may be used by other units subject to use restrictions specified by the original client.

Estimated costs are provided for original photo shoots.

Photos needed for news purposes are taken routinely by University Relations. They are available at no cost to the cooperating unit and may be reused in official University communications materials.

B. Studio Portraits

Studio portraits needed for news purposes are taken free of charge and may be reused in official A&T communications materials at no cost. Studio portraits of the Chancellor, Cabinet members or Deans are taken at no cost and are available free of charge to all university units.

When used, photos should include the following copyright information:

Photo(s) courtesy of North Carolina A&T State University

Approved by the Board of Trustees

Date original is effective: upon approval

First Approved: April , 2014
Revised:

Harold L. Martin, Sr.
Chancellor

Date signed for final posting

Nicole Pride
Interim Vice Chancellor for University Advancement

Date signed for final posting