



# Oakland University

## Administrative Policies and Procedures

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**SUBJECT:** UNIVERSITY COMMUNICATIONS

**NUMBER:** 488

**AUTHORIZING BODY:** VICE PRESIDENT FOR FINANCE & ADMINISTRATION

**RESPONSIBLE OFFICE:** UNIVERSITY COMMUNICATIONS AND MARKETING

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### **RATIONALE:**

#### **Communications<sup>1</sup> Intended for External Audiences**

1. University departments preparing publications (newsletters, magazines, booklets, fliers, program brochures, posters, signs, etc.), advertisements (electronic and print), photographs, Web pages, and/or audio-visual presentations intended for an external audience<sup>2</sup> must first contact the University Communications & Marketing Department. UC&M must approve all external audience communications.
2. University Communications & Marketing will review and authorize each print project, then assign each project a job number and either:
  - a. Write, edit, design and produce the piece(s) and arrange for printing;
  - b. Assign the job to an authorized off-campus vendor for editorial, graphic and printing production; or
  - c. Work closely with campus representatives to complete the project within University standards for the intended audience.

In most cases, the originating department will be responsible for costs associated with producing a quality project whether the project is completed by UC&M, another campus department or an external vendor.

3. Electronic advertisements, Web pages, videos, and audio-visual promotional programs will also be assigned a job number and, in most cases, be executed or coordinated by University

Communications & Marketing. At its discretion, University Communications & Marketing may assign such jobs to authorized off-campus vendors for production.

4. University Communications & Marketing has responsibility for final approval of all text, messages, design, photographs, Web page content and design, graphic representations and artwork for work it prepares and for vendor-assigned jobs.
5. The authorized vendor(s) and/or campus representatives will operate under University Communications & Marketing direction with regard to editorial style (including approved University facts), graphic standards and University messages and images. University Communications & Marketing will supply the vendor(s) with editorial and graphic style guidelines and updates as appropriate.
6. The University Services Department purchases printing and will accept only those purchase requisitions for composition, printing, advertising, photography and/or audio-visual services that bear the approval of University Communications & Marketing or an authorized vendor.
7. Webmasters must provide University Communications and Marketing with a URL to review and approve prior to launching a Web site. Webmasters will be required to make adjustments to meet University standards.
8. Marketing and employee videos and multimedia presentations produced by OU's Classroom Support and Instructional Technical Services (CSITS) must receive a job number and approval by UC&M. University Communications and Marketing will review and approve the material for content, design and messages prior to distribution and may require changes to meet University standards.
9. All University advertising placement/buying should be coordinated through the University's centralized media buying process by contacting University Communications and Marketing to ensure 1) appropriateness and consistency of University messaging and image and 2) that the University receives the most competitive rates possible for all its advertising purchases.
10. Departments preparing publications for large groups of employees for the purpose of communicating University business outside of a memo (i.e. newsletter, video, multimedia presentation), should follow the above steps. Departments preparing materials that will be seen or used by small groups of internal audiences or used with students in the classroom may either:
  - a. Handle their own arrangements for formats based on the University's Graphics Identity Program manual, where applicable; or
  - b. Contact University Communications & Marketing, which will suggest production arrangements for the department.
    1. "Communications" include, but are not limited to: advertisements, Web pages, Web stories/articles, photographs, publications, etc.
    2. External audience excludes only employees (except as noted in #10) and students in the classroom. Note that students are considered an external audience, except with regard to classroom materials.

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