

3359-20-05.7 Publications, promotional materials, and marketing channels.

(A) Publications.

- (1) Internal publications are those materials which are not distributed in whole or part to the general public or off-campus. Internal publications include exams and other classroom materials, meeting notices and minutes, invitations, notepads and forms, and other materials which contain information solely for the university's internal audience.
- (2) As a general rule, notices of meetings of committees, faculties, clubs, honoraries and the like should not be individually duplicated but should be included in the university of Akron's "Calendar of Events," and or "Digest."
- (3) All internal and external publications, as well as their printing, are handled through printing services except when university equipment cannot handle the printing. All internal and external documents, including publications that cannot be handled by printing services, are referred to the purchasing department which will award the job to a commercial printer consistent with Ohio law and applicable university purchasing policies.
- (4) "The Calendar of Events" is maintained on the university of Akron website for public events, meetings, important dates, and deadlines.
- (5) "The University of Akron Chronicle" is published monthly during the regular academic year and is available to all through the faculty senate website. It contains the minutes of the faculty senate and other official information regarding university matters.
- (6) The "Digest" is a daily news feature, distributed electronically to faculty, staff, retirees (by request), the board of trustees, select media and other guests by the office of university communications and marketing. Items will be accepted for publication only when the university is directly involved in the activity through participation, sponsorship, or partnership with one of its recognized organizations, colleges, or departments. The university reserves the right to edit or to refuse to run any submission for any reason. The "Digest" is not, nor is it intended to be, a public forum or a limited public forum.
- (7) "Zipmail," a compilation of announcements from student groups, is distributed electronically to students every Tuesday by the office of university communications and marketing. Items will be accepted for publication only when the university is directly involved in the activity through participation, sponsorship, or partnership with one of its recognized organizations, colleges, or departments. The university reserves the right to edit or to refuse to run a submission for any reason. "Zipmail" is not, nor is it intended to be, a public forum or a limited public forum.

(B) External non-academic publications, advertising, media relations, university website and social media.

- (1) External non-academic publications and marketing materials are distributed in whole or part to the general public or to other off-campus constituencies, including alumni. External publications and marketing materials include, but are not limited to, all stationery, business cards, flyers, brochures, postcards, invitations, viewbooks, certificates, posters, booklets promotional items, news releases, and the university's magazine; any pieces describing or promoting institutes, conferences, academic programs; and other promotional literature or items which bear the university's name. Such items must be processed by the office of university communications and marketing. While suggestions in format and content are encouraged from the client, this department establishes all guidelines and has ultimate responsibility for the design and copy of the finished product. Exceptions include the school of law's magazine, printed pieces produced by the department of athletics and materials created for mailings and events produced by the department of development and alumni relations.
- (2) The primary mission of the office of university communications and marketing is to protect and manage the image of the university among external audiences, and to aid in the university's enrollment management efforts. Thus, the department works closely with the president's office and enrollment management (admissions) to set priorities. The office of university communications and marketing also works with individual colleges, institutes and departments on projects as determined by the strategic mission set by the president. Those projects which cannot be handled directly by the office of university communications and marketing will be handled by outside resources that have been approved in advance by the office of university communications and marketing. These resources include freelance writers, designers, advertising and public relations agencies, video production firms, web designers and other creative resources.
- (3) The office of university communications and marketing is responsible for established policies and standards concerning:
 - (a) The university logo and seal and other trade and service marks on printed and electronic materials as well as promotional items, with the exception of athletics marks, which are overseen by the department of athletics.
 - (b) The university branding and identity system-including environmental and all print and electronic graphics, stationery, and business cards.
 - (c) Certificates, including formal degrees, certificates for course completion, or of appreciation.
 - (d) Review of copy to be included in printed or electronic materials, to ensure consistency of the messages being conveyed.

- (e) Design elements of the publication (font, ink, paper, color, illustrations, branding elements, photographs).
 - (f) Specifications for printing.
 - (g) Production and placement of university advertising, excepting employment advertising. Advertising for individual colleges, institutes, and departments which cannot be handled directly by the office of university communications and marketing must be approved by the office of university communications and marketing prior to placement.
- (4) Exceptions to guidelines for the use of the logo and other aspects of the identity system are considered individually by the office of university communications and marketing. It is the responsibility of the client or originating department to meet these general procedural requirements:
- (a) Before starting any publication project which is meant for any external audience, including alumni, meet with university communications and marketing staff to ascertain the project's purpose audience, content, and planned distribution, as well as creative resources requirements.
 - (b) Allow at least four to six weeks' lead time for production, longer if the project is large.
 - (c) Provide an appropriately signed requisition when requesting services being provided through university communications and marketing.
 - (d) Requests for use of particular creative resources will be honored only if the resource is approved in advance by university communications and marketing and is deemed appropriate for the project by university communications and marketing staff. The use of non-approved resources, or suppliers, is prohibited.
 - (e) Allow additional time if extensive approvals and corrections are possible or required at any stage of production.
- (5) It is the client's responsibility to approve finished art and copy. Costs resulting from reprints to correct errors are charged to the responsible department/client. The client is responsible for signing off on finished art and copy during the final proof stage prior to the publication going to the printer or the marketing material being slated for production.
- (6) There is no charge to the client or originating department for services performed by the office of university communications and marketing. The cost for outside creative services such as copywriting, design, video production, and web design, will be estimated prior to starting any project and will be the sole responsibility of the client. Printing, whether completed by printing services on campus or an outside vendor, also will be charged to the originating department.

- (7) University website. The office of university communications and marketing manages the university's official website (uakron.edu). Those seeking new web pages or edits to portions of the existing website must seek assistance or approval through the office of university communications and marketing before changes will be made.
- (8) Mobile app. The UA mobile app, the university's free smartphone app, is managed by the office of university communications and marketing.
- (9) Social media. The office of university communications and marketing manages the university's main institutional social media channels to serve as the official voice of the university. Departments wishing to start a new social media account for their area must make a formal request through the office of university communications and marketing.
- (10) Media relations. The production and distribution of media releases (other than from the department of athletics, E.J. Thomas performing arts hall or "The University of Akron Press") and the media coverage solicitation from the university must originate from the office of university communications and marketing, unless prior approval from the office is received. If a department receives an outside media inquiry or learns of media on campus, the office of university communications and marketing must be immediately notified to manage the request or visit, as appropriate.

(C) Academic publications.

Individuals wishing to publish textbooks, workbooks, or other similar publications may do so through commercial publishers. Individuals, groups, or departments wishing to publish learned journals or other periodicals may do the same. However, when university funds, whether from a departmental budget or from an outside grant to the university are to be used to pay for such publications, dealings with any commercial printer must originate with the purchasing department and must be handled according to established university purchasing procedures.

(D) University press.

- (1) The purpose of "The University of Akron Press" is to support the university's mission through the publication of scholarly and creative works.
- (2) The director of "The University of Akron Press" shall be selected for the position by the president or the president's designee. The director shall report to the dean of university libraries.
- (3) The editorial board of "The University of Akron Press" shall be composed of nine faculty members and the director (ex-officio). The terms of the faculty members shall be three years. The terms of the editorial board members may be renewable. The editorial board shall be selected by the president or the president's designee from a pool of candidates that have been vetted and approved by the editorial board.

(4) General charge and guidelines.

- (a) The editorial board of "The University of Akron Press" shall advise and consult with the director of the university press on the general publishing program of the press and shall seek to maintain the highest standards of excellence for all publications which bear the imprint of "The University of Akron Press."
- (b) The following guidelines are established to enable "The University of Akron Press" to publish scholarly books of high quality, and to publish them well:
 - (i) The editorial board shall approve in advance all books and other publications published under the imprint of "The University of Akron Press."
 - (ii) The emphasis of the press is on the publication of new scholarship. However, the press also occasionally publishes textbooks, manuals, and other synthetic works, as well as translations, anthologies, field guides, reissues of out-of-print works, and books intended for a general, non-scholarly market; such works shall be consistent with high standards of scholarship, and shall be vetted by appropriate experts in the same manner as original scholarly work, but judged by criteria that are appropriate to the genres.

(E) University publications and communication tools.

- (1) "The Undergraduate Bulletin" is posted on the university's website and contains requirements for admission and graduation and the programs of study offered by individual colleges and departments.
- (2) "The Graduate School Bulletin" is posted on the university's website and contains requirements for admission and graduation and the programs of advanced study offered by individual colleges and departments.
- (3) "The School of Law Bulletin" is posted on the university's website and contains requirements for admission and graduation and the programs of study offered by the school of law.
- (4) "The Buchtelite" is an independent student outlet and is published by university of Akron students. It contains campus news, announcements, and items of general interest to students, faculty and staff.
- (5) Scholarships, fellowships, and awards at the university are posted on the university's website.
- (6) The university of Akron magazine is published two times a year by the office of university communications and marketing and distributed to alumni, faculty, staff, and friends of the university. The magazine chronicles recent events and trends on campus, profiles people of interest, research and student success, and offers news about alumni.

(7) Other publications that are necessary to support institutional goals as articulated by the president are produced through the office of university communications and marketing.

(F) Licensing and merchandising program.

(1) The university's licensing program controls the way registered marks and the university name are used. The program will promote more use of the name and logos by manufacturers and retailers while protecting the use. The licensing program is administered through the office of university communications and marketing. Any use of the university name and/or logos on any type of item other than publications should be cleared through the office of university communications and marketing.

(2) The university's merchandising program is designed to manage the placement of university merchandise in appropriate venues, for purposes of both sales and image of the university. The program is administered by the department of athletics.

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Certification:

M. Celeste Cook
Secretary
Board of Trustees

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