



REVIEW OF UNIVERSITY PUBLICATIONS

Policy Title: Review of University Publications

Policy Type: Administrative

Policy Number: 50-03 (2014)

Approval Date: 10/22/2015

Responsible Office: Communications and Marketing

Responsible Executive: Vice President for University Advancement

Applies to: University Community

POLICY STATEMENT

The Office of Communications and Marketing was created to facilitate “major” marketing, branding and image building campaigns for the University. As a part of the University’s branding and image building campaigns, strict compliance to the Norfolk State University Brand Identity Standards is an essential part of the overall marketing initiatives.

All major University publications, marketing and branding materials shall be of the highest quality. To ensure consistent quality and compliance, each division and/or department shall implement a process for review and editing of all materials. The Office of Communications and Marketing shall have oversight of this process, and the coordination and negotiation of advertisements.

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DEFINITIONS

None

PURPOSE

As the University's Communications and Marketing Office, it is imperative that a high level of efficiency and effectiveness is maintained, that is comparable to other academic institutions and industry standards. Therefore, we cannot compromise quality over quantity. In an effort to provide the highest level of customer service, professionalism and quality control, this policy outlines recommendations to achieve these goals.

CONTACT(S)

The Office of Communications and Marketing officially interprets this policy. The Office of Communications and Marketing is responsible for obtaining approval for any revisions as required by BOV Policy # 01 (2014) [Creating and Maintaining Policies](https://www.nsu.edu/Assets/websites/policy-library/policies/01/BOV-Policy-01-Creating-and-Maintaining-Policies.pdf) <https://www.nsu.edu/Assets/websites/policy-library/policies/01/BOV-Policy-01-Creating-and-Maintaining-Policies.pdf> through the appropriate governance structures. Questions regarding this policy should be directed to the Office of Communications and Marketing.

STAKEHOLDER(S)

University Community and External Constituents

REVIEW OF UNIVERSITY PUBLICATIONS POLICY CONTENTS

Procedures

Representatives from each division are in charge of proofing materials for external distribution. Each vice president/dean/director must designate a representative from their respective areas who will be responsible for initial proofing of materials from their divisions/schools/centers.

Workflow

The client must submit an email request to marketing@nsu.edu to start the job process on their request. The Office of Communications and Marketing will complete the job within two weeks of submission. The Office of Communications and Marketing may outsource or contract projects with other freelance professionals within the budget limits of the department requesting the service.

Major Marketing Projects

Only the following University major publications will be reviewed and proofed by Office of Communications and Marketing:

Publications for Large and External Distribution (including, but not limited to)

- President's Report
- BEHOLD Magazine
- Report on Philanthropy
- Major Campaign/Development
- NSU Fact Book
- Major Advertising (print, media, and electronic i.e. Newsweek, Ebony, Time, Virginian-Pilot, Billboard, Airport Display, Virginia Business)

Publications for Special Audience Targeted for Special Events

- Presidential Gala (Print Ads, Promotional Projects and Television Ads)
- NSU Athletics Induction Ball
- Opening Convocation and Commencement Programs
- State of the University

Special Publications Targeted for Recruitment and Retention

- Admissions and Transfer Viewbooks, Search Pieces
- Schedule Book Cover
- School/College/Department and Center brochures

Advertisement

To maintain a consistent public image of Norfolk State University, Communications and Marketing should approve, in advance, any negotiations or agreement with advertising vendors that produce and place print, media or electronic advertising or other promotional materials for Norfolk State University. All advertisement placement or inquiries from advertising vendors must be referred to the Office of Communications and Marketing. Advance planning is the best way to eliminate extra costs. A rush deadline or delay in planning usually results in costly advertising rates. Advertising requests must be planned at least a month prior to the desired date of placements.

PUBLICATION

This policy shall be widely published and distributed to the University community. To ensure timely publication and distribution thereof, Communications and Marketing will make every effort to:

- Communicate the policy in writing, electronic or otherwise, to the University community within 14 days of approval;
- Submit the policy for inclusion in the online Policy Library within 14 days of approval;
- Post the policy on the appropriate SharePoint Site and/or Website; and
- Educate and train all stakeholders and appropriate audiences on the policy's content, as Necessary. Failure to meet the publication requirements does not invalidate this policy.

REVIEW SCHEDULE

- Next Scheduled Review: 06/26/2018
- Approved by, date: President, 09/24/2014
- Revision History: 06/09/2004, 06/26/2017
- Supersedes: 51.004: Review of University Publications

RELATED DOCUMENTS

1. Style Guide

The [NSU Style Guide](#) and [NSU Brand Identity Manual](#) will be distributed to University divisions, colleges, schools, centers and departments as needed.

FORMS

There are no forms associated with this policy and procedures.