



## Policy Directory

Responsible Division: Institutional Advancement  
Responsible Office: Marketing and Communication  
Issue/Revision Date: 12/01/2017

## **University Marketing**

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### Policy:

To insure that all communications representing the university are of high quality, present Alcorn State University consistently and accurately, conform to policy approved by the president and adhere to style and standards guidelines, it is university policy that all communications be reviewed and approved by the Division of Institutional Advancement unless otherwise specified by the president or the vice president for Institutional Advancement.

**University Practice:** The Division of Institutional Advancement develops and maintains comprehensive style and standards guidelines, and reviews and approves material covered by this policy.

**Scope of Policy Coverage:** This policy applies to all Alcorn employees, students and any party requesting use of Alcorn's name, logos, slogans, colors, mascot name, trademarks, service marks and other indicia related to the institution, its programs and services (collectively, the "marks") in any manner. Communications that utilize the marks, are paid for by University funds or funds administered through a University account and are intended for distribution are subject to this policy. These include but are not limited to the following:

- Publications, including those requiring no or partial editorial or design services, reprints or revisions of previously produced publications; publications produced by means of desktop publishing; and initial formats and editorial style and design for newsletters directed toward any publics.
- Promotional print and broadcast advertising
- Letterhead and business cards representing Alcorn State University must be approved regardless of where they are printed or who pays for them
- Videos, CD-ROMs or DVDs representing Alcorn
- Websites/new media
- Press releases

The following are exempt from this policy:

- Materials produced for classroom or educational use
- Advertisements for employment positions

- **Marketing Projects:** The Division of Institutional Advancement works to bring your projects in on time and at the lowest possible cost. Because we strive for top-quality production and great service, it is important that you understand and adhere to the policies outlined below:
- **Review Departmental Budgets/Approvals:** Design, printing, and a portion of photography expenses charged by external vendors are the department's responsibility, so check departmental budgets to determine how much can be spent on projects. Prior to submitting any project requests to the Division of Institutional Advancement for review, production or approval for release, written authorization from the department's vice president must be obtained.
- **Requisition Form:** Services provided by the Division of Institutional Advancement are initiated via project requisition(s) signed by the person(s) responsible for the project (the client). A project requisition form is available.
- All information required to complete a project must be submitted prior to the start of the project, which receives three design/editing revisions.
- All text (copy) should be submitted digitally, preferably in a Word.doc file or included in the Notes section of the requisition form. Photos and graphics should be provided in high-resolution. When requesting a photo, being specific helps. Do not just request a student photo for a project; specify the type of student photo. Requesting a student in a lab or students in a classroom learning from a professor is specific and will help with the timely production of the project.
- The client must sign-off on design and copy before projects are sent to the printer. Although the Division of Institutional Advancement will check your production proofs, you as the client have the final responsibility. Please don't skip this essential step due to deadline pressures. Revisions by a printer to correct errors inevitably entail additional expenses and will probably push back the delivery date as well.

#### **Timeline Requirements:**

<b>Type of Project</b>	<b>Business Days for Completion</b>
Ad – newspaper/magazine	10
Posters/Banners	12
Brochure	20
Certificates	7
Flyers	7
Invitations	15
Newsletters	20
Postcards	12
High-end pieces (viewbooks, annual reports, magazines, Programs over 5 pages, etc.)	30 minimum; 60 maximum
Photography: Events	5
Press Release	5
Professional Photo Shoot	Arrange with photographer

Please note that these timelines do not include writing, which always should be completed prior to the beginning of graphic design. It is important to note that the Division of Institutional Advancement normally has a large number of projects in the queue. Because most projects are time-intensive and consist of numerous details, the Office may not be able to assist with projects that are requested at the last minute.