
STRATEGIC COMMUNICATIONS AND MARKETING POLICY

Effective Date: July 9, 2009

Revision Date: October 18, 2022

Responsible Office: Office of Strategic Communications and Marketing (SCM)

Division: University Advancement and Innovation

I. PURPOSE/OBJECTIVE

To ensure that institutional policies, positions, and responses of Grambling State University are accurately and effectively coordinated through the Office of Strategic Communications and Marketing to various outputs that include but are not limited to interviews, public relations, print and digital collateral, web content, paid advertising, and social media engagement.

II. STATEMENT OF POLICIES

The Office of Strategic Communications and Marketing (SCM) is the official source of communication and information for Grambling State University. SCM serves as a strategic engagement partner, working with all university administration, faculty, staff, and students to provide a clear, consistent, and comprehensive message about initiatives, insight, and impact. This policy is a direct extension of the University's strategic plan, goals, and strategic enrollment plan, and includes key priorities established by the strategic plan. "Institutional" is defined as any initiative or project encompassing the university, its colleges, athletics, and departments as a comprehensive unit.

a. External output of information or creative deliverables

- i. Deliverables intended for external audiences in any manner (print, digital, social media, etc.) must be reviewed by SCM for compliance with branding and identity standards before it is distributed or placed into production. Consultation and creative services through SCM are also available to ensure alignment.
- ii. This also includes banners and promotional items (T-shirts, pens, bags, etc.) and social media and digital ads and videos (i.e. YouTube, Pandora, Spotify, Captiveyes, etc.). This does not include paid ads for hiring personnel, however, personnel ads should be reviewed for style and grammar before publication.
- iii. If a third-party entity is used for creative services or content, the contract must be reviewed by the Vice President for Advancement and Innovation and SCM. An ownership agreement/clause must be included granting rights to Grambling State University to use all assets for all perpetuity in any manner deemed appropriate by the institution.

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b. Identity Standards, trademarks, and licensing

- i. When creating documents, graphics, presentations, etc., only official logos/marks are approved for use. Visual assets and the Identity Standards Guide are available in the [Campus Community Assets folder](#).
- ii. External agencies, organizations, groups, events, etc., wishing to use or produce an item that contains the University's name or likeness must submit a copy of the advertisement to SCM for approval. University names, logos, and images are the property of the University and may not be altered in any way. Use of a font or art similar to official University marks in order to circumvent the requirements is not allowed. Advertisements must display the office's expressed approval before being posted on campus or appearing in University or external/community publications, digital locations, etc.
- iii. Businesses (sole proprietor, LLC, etc.) seeking to produce merchandise for retail sale must apply for a license through the Collegiate Licensing Company (CLC). If licensing is acquired, artwork must be submitted via Brand Manager 360 and approved before promotion, manufacture and/or sale of said items commence. More information is available at <https://clc.com/home/get-licensed/>.

c. Interviews, appearances, and news conferences

- i. Questions, requests for an interview, or show appearances from news media must be forwarded to the Office of Strategic Communications and Marketing (SCM) for coordination. In turn, SCM will work with the appropriate senior administrator to frame the response and determine who would be the most appropriate and effective spokesperson.
- ii. SCM will lead the arrangement of interviews and determine whether a news conference is warranted. Logistics for interviews and news conferences will be coordinated through SCM in collaboration with the appropriate department.
- iii. When contacted by media, University employees are directed to contact SCM at (318) 274-4686 or communications@gram.edu prior to further communication with a media representative. Open/public records requests should be directed to <https://www.gram.edu/offices/compliance/pubrecords.php>.
- iv. At the time of any University emergency, all official statements, announcements, or interviews relating to that emergency will be coordinated through the President's Office and SCM.

d. Press releases, story ideas, accomplishments

- i. SCM prepares, approves, and distributes news releases that range from major stories about achievements by faculty, staff, administrators, students, and alumni to unique programs and offerings, in alignment with the University's mission and strategic priorities and goals. News releases from all University colleges, schools, centers, institutes, departments must be submitted to the SCM for dissemination and must align with the University's policies, strategic plan, presidential priorities, mission and style guidelines.

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- ii. Story ideas/accomplishments/requests for a press release must be submitted to SCM using the News/Announcement request form via gram.edu/commsrequest. SCM is available to provide consultation on all aspects of the request. The need for subsequent releases will be determined upon consultation during the initial request.
- e. Photo and video coverage**
- i. Requests for photographic or video coverage of events and occurrences must originate with SCM using the Photography/Videography request form. Assignments will be made according to: (a) purposeful use by news outlets; (b) purposeful use on social media and in print or digital material for the aim of marketing, recruitment, or philanthropy. Priority for coverage will be limited for private functions and meetings and items intended primarily for internal use. SCM reserves the right to deny requests that are outside of the stipulations outlined above.
 - ii. Filming or live streaming of any event will require a preproduction meeting with GSUTV and SCM. This will ensure high production value and factor logistics for a hybrid or virtual event and technical riders/copyright when involving paid talent.
 - iii. If a third-party entity is used for photography or videography, the contract must be reviewed by the Vice President for Advancement and Innovation and SCM. An ownership agreement/clause must be included granting rights to Grambling State University to use all assets for all perpetuity in any manner deemed appropriate by the institution.
 - iv. Prior to an employee, contractor/vendor, student, volunteer, or affiliate filming a video presented on behalf of the University, a script and production timeline must be approved by SCM before scheduling the shoot. All edited or any raw video must be submitted to and approved by the office before it is disseminated or posted online.
- f. Contractual agreements for advertisement and deliverables**
- i. SCM must approve, in advance, all advertising from all campus units, which include but are not limited to print, broadcast, billboard, digital, social media, and radio ads, as well as student recruitment, marketing, informational, and fundraising videos. Terms that include the provision of sensitive information that violates privacy or IT policy (e.g. passwords or log in credentials) are strictly prohibited.
 - ii. All advertisements, publications, and digital and visual marketing must only use University-issued phone numbers, email addresses, and SCM/IT approved website links. Websites must be approved by SCM and IT.
- g. Social media management and engagement**
- i. The official accounts for Grambling State University are managed by SCM and were established using the 'grambling1901' nomenclature. All affiliated accounts will be governed by and subject to policy #37001 on social media.

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h. Web Content

- i. The official web presence for the institution is located at www.gram.edu. Any external/affiliated site established prior to the date of this revised policy has been integrated into the existing digital footprint. Departments, programs, and associated initiatives will only be created under the gram.edu domain. Any affiliated site established after August 2022 can only be done with the express written permission of the Office of the President, the Division of University Advancement and Innovation, and Information Technology.
- ii. All content must be reviewed by the corresponding department at least once per semester each calendar year. Updates/redesigns must be done using the project request form at gram.edu/commsrequest. Training for content strategy and management will be provided by SCM.