

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

(B) External nonacademic publications, advertising, media relations, university website and social media.

- (1) External nonacademic 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.

- (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.

(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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