

# Westfield State University

Policy concerning:

**Section** Administrative

**Number** 0240

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APPROVED: October 4, 1993

REVIEWED: March 2011

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## MARKETING AND PUBLIC AFFAIRS

### PURPOSE

To coordinate University communications for a strategic, integrated, cost-effective approach to marketing.

### DEFINITION

Marketing, by definition, is “an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.” Using this definition, it is the goal of the marketing department to establish standards by which Westfield communicates with external audiences to reinforce the position and key messages of the University for the benefit of the University and its stakeholders.

University identity – the qualities which collectively represent and distinguish Westfield State University, its mission, and its goals, as established by the President.

### POLICY

#### A. MARKETING

1. Materials representing the University to the public shall reflect the University identity.
2. The Marketing Department establishes official graphic identity guidelines for key elements of the University identity, relating to both images and content, which will be published and disseminated campus wide.
  - a. The Guidelines will outline standards for the use of the University mascot, logo, seal, logotype, and tagline, and official University stationery.
  - b. The Guidelines will be updated by the Marketing Department as necessary.
3. Departments are each responsible for notifying the Director of Marketing about pending projects and assisting with developing their marketing materials to meet their goals and objectives.
4. The Marketing Department will provide assistance with design, writing, editing, and production to ensure consistency with this policy.
5. The Director of Marketing is responsible for reviewing the University’s marketing materials before public distribution to ensure accuracy,

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consistency, quality, and adherence to University mission. Elements to be reviewed include design, materials, language, and theme.

- a. University funds shall not be used to purchase printed materials that do not reflect University identity as established in the Guidelines.
  - b. The Printing/Marketing Review Form will accompany Requests to Purchase and Copy Center Work Orders for off-campus marketing projects.
6. Drafts of materials central to University identity shall also be reviewed regularly by the Marketing Department. These include, but may not be limited to
- Display advertising templates
  - Biannual student recruitment package (day division)
  - Catalogues
  - Capital campaign and other fund-raising materials
  - University magazine
  - Commercials (radio & television)
  - Posters (public events promotion)
  - Promotional imprinted products
  - Videos
  - Web: University home page and official page templates [see World Wide Web Policy 0410]
7. The Marketing Department shall maintain an inventory of all marketing materials.
8. Marketing materials intended primarily for an on-campus audience, such as promotions for student events or notices to employees, are excluded from this policy.

## B. PUBLIC AFFAIRS

1. The issuing of University news shall be limited to designated departments as follows:
  - a. Public Affairs spokesperson: statements concerning University procedure, policy, and major events.
    - The Vice President of Advancement and University Relations shall be the University spokesperson unless otherwise designated by the President.
    - The Public Affairs spokesperson may request that statements be provided by other administrators or faculty according to their expertise.

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- b. Public Affairs will be responsible for general University news and information.
  - c. The Division of Graduate and Continuing Education will be responsible for routine news regarding DGCE programs and scheduling.
  - d. The Athletics Director, Athletics Department will be responsible for routine sports news regarding varsity games and scores, sports-related events, student-athletes and coaches.
2. Media interviews with University personnel on University-related matters are arranged through Public Affairs in the Office of the President.

## REVIEW

This policy shall be reviewed annually by the Director of Marketing and Public Affairs/Office of the President.