



51.004 Review of University Publications

Responsible Executive: Vice President for University Advancement
Responsible Office: Marketing Services
Related Policy: 51.001 Dissemination of Public Information
Approved-On Date: June 9, 2004
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Revision Date:

Policy Statement

The Department of Marketing Services 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 Visual 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. Marketing Services shall have oversight of this process, and the coordination and negotiation of advertisements.

Purpose

As the University Marketing Department, it is imperative that a high level of efficiency and effectiveness is maintained, one 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.

Procedure

Representatives from Each Division in Charge of Proofing

Each vice president/dean/director must designate a representative from their respective areas who will be responsible for initial proofing materials from their divisions/schools/centers.

Workflow

1. The Client must submit to the Director of Marketing Services the ***Marketing Job Request Form***, which can be accessed online. The Client must also submit a well written, edited and proofed copy along with other materials, such as photos, graphs, and charts, to the Director of Marketing Services. The form and project copy must be approved by the appropriate vice president/dean/director.
2. The Director of Marketing Services forwards an electronic copy to the Senior Writer for proofing.
3. The Associate Director/Senior Writer or Copywriter proofs all copy and text materials and forwards proofed materials to the Director of Marketing Services.
4. The Director of Marketing Services forwards proofed materials to the Associate Director/Creative Designer for lay-out.
5. The Director of Marketing Services forwards materials to the Client for the second round of proofing.
6. The Client returns the corrections/revisions to the Director of Marketing Services.
7. The Director of Marketing Services submits the Client's revisions to the Associate Director/Senior Writer or Copywriter for final corrections.
8. Corrections are made and the Director of Marketing Services returns the final product to the Client for final approval and signature.
9. The Client returns the final product to the Director of Marketing Services to have printing specifications written.
10. The Client makes final payment and production arrangements with Materiel Management.

* The Office of Marketing Services may outsource or contract projects with other freelance professionals within the budget limits of the department requesting the service.

Workshop

Each division representative will be required to attend a workshop that deals with several areas of publishing, including public relations, graphics and writing.

Major Marketing Projects

Only the following University major publications will be reviewed and proofed by Marketing Services:

Publications for Large and External Distribution

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

Special Audience Targeted for Special Events

- Green and Gold Ball (Print Ads, Promotional Projects and Television Ads)
- NSU Athletics Induction Ball
- Opening Convocation Program

Special Publications Targeted for Recruitment and Retention

- View Book
- Schedule Book (Cover)
- School/Department/Center Brochures

Advertisement

To maintain a consistent public image for Norfolk State University, Marketing Services 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 Marketing Services.

Advance planning is the best way to eliminate extra costs. To plan ahead for any advertising needs, the Office of Marketing Services holds annual Marketing, Advertising, and Planning Session in May. Occasionally, advertisements have to be placed on a need basis. 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 placement.

Style Guide

The NSU Style Guide will be distributed to University divisions, schools, centers, and departments as needed.