

Subject: Advertising and Communications
Number: 219
Issued by: Vice Chancellor for Advancement
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MARKETING PLAN: The USC Beaufort Office of Advancement annually will design and place advertisements to advance the image of the University and to provide information to potential students. This advertising will be implemented in accordance to an annual marketing plan, which will set forth the advertising goals and objectives of the institution and an estimated budget.

PROCEDURES

1. OOA will produce the marketing plan in coordination with the Office of Student Development
2. The Office of Academic Affairs must approve specific statements about academic programs.
3. The marketing plan must be reviewed and approved by the Chancellor before implementation.

OTHER ADVERTISEMENTS: OOA will work with faculty and staff to design and place advertisements as needed to promote specific campus activities. These advertisements must be approved by the Vice Chancellor for Advancement who will ensure the materials are in keeping with the University image set forth by the Office of Advancement.

PROCEDURES

1. Requests must be submitted online to the OOA four to six weeks prior to the date they are needed.
2. The request advertising or graphic-design work from the Office of Advancement, go to the Advancement Web page and click on the advertising request form tab.
3. The OOA production calendar is reviewed and updated weekly. Notification of a projected materials delivery-date will be given within five working days. Depending on the complexity of the request, more or less time may be required for production; changes in delivery-date may be made,

PUBLICITY FOR UNIVERSITY EVENTS, PROGRAMS, ETC.: The Office of Public Information will work with faculty and staff to publicize events and activities on the campus, both internally and externally. This publicity may be in the form of press releases, press conferences, media kits, public service announcements, etc. This publicity may include photography services.

EXTERNAL COMMUNICATION (media releases)

1. All University press releases must go through the Director of the Office of Public Information who will ensure the releases are in keeping with the University's image and that subjects are appropriate for media release,
2. Requests for press releases must be submitted online to the Office of

Public information two weeks before an event. Appropriate purposes for press releases include new hires, program innovations, university events open to the public, awards and recognitions, publications, faculty presentations, etc. Submission of a request two weeks before an event optimizes play in local media and allows time for composing, editing and returning the release for approval. Forms can be accessed online from the Advancement Web site.

3. Before the release is sent to the press, it will be sent back for approval from the release originator.

4. The Vice Chancellor must approve all information released by the Office of Public Information for University Advancement.

INTERNAL COMMUNICATION (eBrief)

1. General internal communication is handled primarily through the eBrief, the University's Web-based newsletter.

2. Submissions must be made to the eBrief by close-of-business on Friday for submission in the following Monday's edition.

3. Appropriate items include new hires, faculty and staff accomplishments, general University news, personal announcements (such as births, deaths and marriages), and kudos,

4. To correct an eBrief item, contact the Director of Public Information.

PUBLICATION OF BROCHURES, FLYERS, ETC.: OOA will work with faculty and staff to produce publications to promote University programs, events and activities.

1. Services may include copywriting, layout and design, and photography.

2. The publications must be approved by the head of the department requesting the materials and the Vice Chancellor for Advancement.

3. OOA will obtain bids and work with the selected printer until the publication is complete.

PUBLICATION OF STUDENT RECRUITMENT MATERIALS: OOA will work with the Vice Chancellor for Student Development and the Director of Admissions and other offices as appropriate) to produce materials needed for student recruitment activities.

1. Services may include, but are not limited to, copywriting, layout and design, photography and printing of publications, and scriptwriting for radio or video broadcasts.

2. Materials must maintain the integrity of the University.