

**University**  
**Marketing & Communication**  
***MARCOMM***

*Policies & Procedures*

**Draft Only**

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# Introduction

*Welcome to MARCOMM*

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## We Value

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- |   |  |  |  |
|---|--|--|--|
| <input checked="" type="checkbox"/> Integrity | <input checked="" type="checkbox"/> Authenticity | <input checked="" type="checkbox"/> Transparency | <input checked="" type="checkbox"/> Quality    |
| <input checked="" type="checkbox"/> Accuracy  | <input checked="" type="checkbox"/> Excellence   | <input checked="" type="checkbox"/> Influence    | <input checked="" type="checkbox"/> Uniqueness |

## Vision

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We aspire to personify a culture of oneness by collaborating with partners to produce creative, relevant and innovative solutions that acknowledge the story of Arkansas Tech University as it unfolds.

## Mission

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We meet the university's web, marketing and communication needs by creating meaningful, authentic and strategic content that builds brand affinity and motivates positive constituent response.

## Office Hours



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- 🕒 **Production Hours:** MARCOMM staff are **NOT** available to take appointments or have drop-in meetings during production hours as this is time designated to working on projects.
- 🕒 **Closed Day:** On the last Friday of each month (*unless noted otherwise*) MARCOMM will be closed and not accept phone calls, meetings, or drop-in's, and will not respond to emails. This is our designated work day to wrap up loose ends and finish projects that need dedicated attention.
- 🕒 **Partner Hours:** Hours we are available to take appointments or have drop-in's, first come-first serve.



### **Ryan Taylor**

-  Tuesday/Wednesday/Thursday
-  9:00 - 11:00 a.m.



### **Liz Chrisman**

-  Tuesday/Thursday
-  8:00 - 11:00 a.m.



### **Liz Underwood**

-  Monday/Wednesday
-  12:30-2:30 p.m.

### **Brandi Collins**

-  Tuesday/Thursday
-  2:00 - 4:00 p.m.



### **Felisha Weaver**

-  Wednesday/Thursday
-  12:30-2:30 p.m.



### **Mike Stoker**

-  TBD
-  TBD

### **Carrie Phillips**

-  Monday/Wednesday
-  8:00 - 10:00 a.m. & 4:00 - 5:00 p.m.

### **Sam Strasner**

-  Monday-Friday
-  8:00 a.m. - 5:00 p.m.

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# Department Wide Policy

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## Policy Statement

University Marketing & Communication (MARCOMM) policies are administered by MARCOMM. MARCOMM is the sole authorized provider of strategic ATU communications and marketing for the university. MARCOMM services include but are not limited to brand, licensing and promotion, publications, creative design, marketing strategies, video promotions, digital media, news and information, photography and web services. Independent outside marketing and promotion of ATU must be approved by MARCOMM. This policy and procedure manual is to serve as a guide for client use.

All requests for client services must be entered into the ATU RoboHead web based tool for effective and efficient processing of the request. (Create an account or log in: [atu.robohead.com](https://atu.robohead.com))

## Definitions

- 🔗 **RoboHead:** please log in [atu.robohead.com](https://atu.robohead.com)
- 🔗 The following policies supporting ATU through MARCOMM are formatted in the following template:
  - 🔗 Policy Statement
  - 🔗 Definitions
  - 🔗 Procedures
  - 🔗 Supporting documents

## Procedure

The manual provides a sequence of steps to use for best practice implementation of the policies for MARCOMM.

1. Find the area of client service requested [www.atu.edu/urelations](http://www.atu.edu/urelations).
2. Follow the policy and procedures for request in area of client service.
3. If needed information is not apparent contact: Sam Strasner at (479) 498-6045 or [ssstrasner@atu.edu](mailto:ssstrasner@atu.edu).

## Supporting Documents

[atu.robohead.com](https://atu.robohead.com)

## Contact Information

- 👤 **MARCOMM**
- ✉ [urelations@atu.edu](mailto:urelations@atu.edu)
- 📞 (479) 498-6038

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# Lead Time Cheat Sheet

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Lead time is the time needed by MARCOMM before a project can begin. Please refer to the sections below for a quick-access guide at the lead time needed for each service.

## Licensing and Promotional

### ➔ Promo items:

🕒 1 week

### ➔ Business Cards/Stationery:

🕒 1 week

### ➔ Licensing Special Projects:

🕒 2 weeks

### ➔ Artwork approval:

🕒 1 day

### ➔ T-shirt quotes:

🕒 <150: 2 weeks,

🕒 151-500: 3 weeks

🕒 >500: 4 weeks

## New Media

### ➔ Event Coverage:

🕒 1 month

## News Releases

### ➔ Information Provided:

🕒 1 month

## Web?

### ➔ ?:

🕒 ?

## Creative Video

### ➔ ?

🕒 ?

## Print

### ➔ Student Event Marketing:

🕒 4 weeks minimum

## Photography

### ➔ ?:

🕒 ?

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# Licensing & Promotional

*Brandi Collins*

**Draft Only**

# Licensing & Promotional Items

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## Policy Statement

Student organizations and university departments who wish to use Arkansas Tech University trademarked names or logos on promotional items must use licensed vendors and have proper approval prior to placing orders.

All requests for licensing & promotional items must be entered into RoboHead ([Ⓞ atu.robohead.com](http://atu.robohead.com)), the MARCOMM project management system, to ensure efficient processing of all projects.

## Definitions

- **Promotional Items:** Apparel, gift items, giveaway items, etc. that contain any form of the university name or logos.
- **Royalty charges:** Most orders by student organizations or on-campus departments are not subject to the 10% royalty fee. Items being sold for profit or items for personal use may be subject to royalty fees.
- **Licensed vendors:** Vendors who have gone through the screening process to become authorized to produce items containing the Arkansas Tech University trademarks.
- **Trademarks:** Arkansas Tech University, Arkansas Tech, ATU, Tech, ATU-Ozark Campus, ATU Career Center, Wonder Boys, Golden Suns, and all university logos.
- **Enforcement:** Items produced without authorization infringes on Arkansas Tech University's trademarks and will be subject to all available legal remedies including confiscation.

## Procedure

1. Select a Licensed University Vendor
  - i. A complete list can be found at [Ⓞ http://tinyurl.com/gq68rx8](http://tinyurl.com/gq68rx8).
2. Complete the Licensing Form through [Ⓞ atu.robohead.com](http://atu.robohead.com), which will include submitting your proof or requesting artwork if needed.
3. The Licensing Coordinator will review your submission and/or provide artwork options.
4. You will receive a notification email when your submission is reviewed. \*
5. Obtain approval for your purchase from the ATU Controller ([Ⓞ www.atu.edu/controller/](http://www.atu.edu/controller/)).
6. Contact your vendor to place your order. Send final proof to the Arkansas Tech University Licensing Coordinator prior to product production.
7. Typically, the review process is 1-2 university business days. Each request is reviewed on a case-by-case basis to ensure compliance with Arkansas Tech University policies.

*\*If your vendor artwork/product proof is not approved, but will be with corrective changes, you will receive an email clarifying the changes needed for approval. It is your responsibility to ensure the vendor makes the corrective changes and submits the design on Learfield*



Licensing Partners' "Trademark" website or has approval from ATU's Licensing Coordinator prior to production.

## Supporting Documents

 [atu.robohead.com](http://atu.robohead.com)

## Licensed Vendors

 <http://tinyurl.com/gq68rx8>

## Contact Information

 **Brandi Collins**

 [bcollins@atu.edu](mailto:bcollins@atu.edu)

 (479) 498-6038

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# Stationery/Business Card

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## Policy Statement

Arkansas Tech University stationery must be used for all official correspondence and representation of the university. This includes both electronic and printed letterhead. MARCOMM will provide departments with electronic stationery and memo templates as requested. The templates can be set up for use on color printers or black ink only printers.

The university has official business card templates for the Russellville campus, Arkansas Tech-Ozark Campus, Arkansas Tech Career Center and athletics. All faculty and staff members must use the approved university design for business cards pertaining to their function with the university. The templates are available through MARCOMM.

All requests for stationery/business cards must be entered into RoboHead ([atu.robohead.com](https://atu.robohead.com)), the MARCOMM project management system, to ensure efficient processing of all projects.

## Definitions

**Stationery and Publications Policy:** Official university policy approved by ATU Board of Trustees.

## Procedure

1. Complete the Business card or Stationery request form through [atu.robohead.com](https://atu.robohead.com).
2. You will receive a notification email when your submission is accepted.
3. You will receive a notification email when you have a proof to review.
4. Review the proof carefully, noting any changes needed. \*
5. Once the proof is finalized, you will be provided with a print-ready file to place your order through Procurement.

*\*Projects requiring more than three versions will be returned to the project queue which may result in missing your deadline.*

## Supporting Documents

- [atu.robohead.com](https://atu.robohead.com)
- <http://tinyurl.com/j2zrsq3>

## Contact Information

- Brandi Collins**
- [bcollins@atu.edu](mailto:bcollins@atu.edu)
- (479) 498-6038

# T-Shirt

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## Policy Statement

All t-shirts containing the Arkansas Tech University trademarked names or logos must be produced by a licensed vendor and the proof must be approved by the Licensing Coordinator prior to production.

All T-shirts purchased with Departmental (E&G) Funds must be bid, regardless of the size of the order. Shirts purchased with Foundation or Agency (RSO) accounts must be approved and use a licensed vendor.

All requests for t-shirts must be entered into RoboHead ([↗ atu.robohead.com](https://atu.robohead.com)), the MARCOMM project management system, to ensure efficient processing of all projects.

## Definitions

- **Royalty charges:** Most orders by student organizations or on-campus departments are not subject to the 10% royalty fee. Items being sold for profit or items for personal use may be subject to royalty fees.
- **Licensed vendors:** Vendors who have gone through the screening process to become authorized to produce items containing the Arkansas Tech University trademarks.
- **Trademarks:** Arkansas Tech University, Arkansas Tech, ATU, Tech, ATU-Ozark Campus, ATU Career Center, Wonder Boys, Golden Suns, and all university logos.
- **Enforcement:** Items produced without authorization infringes on Arkansas Tech University's trademarks and will be subject to all available legal remedies including confiscation.

## Departmental T-shirt bid procedure\*

1. Request t-shirt design or approval of your design through [↗ atu.robohead.com](https://atu.robohead.com).
  - i. MARCOMM will provide t-shirt design services for departments at our discretion.
  - ii. All departments submitting their t-shirt artwork must meet a double approval process.
    - a. **Approval 1:** Artwork is approved, *(does not violate trademark standards)*.
    - b. **Approval 2:** Artwork is set up correctly for vendor.
      1. If denied, requester must:
        - i. Update file to meet vendor standards.
        - ii. Contact the vendor and have them recreate the artwork to their standards *(a fee will probably be incurred)*.
        - iii. Both approvals must be met.
2. Provide sizes, quantities, t-shirt color, number of screen colors and style if your order requires a bid.
3. A preliminary quote will be provided to the department.
4. Await approval of your design or proof of our design.
5. Once the design is finalized, and requisition has been approved, official quotes will be requested.

6. Official quotes will be provided to Procurement to issue the PO; you will be notified of the lowest bid.

## University Sponsored Organization T-shirt procedure\*

- A. Our office will produce all t-shirt designs for USO's (*University Sponsored Organizations*), which include, SAB, SGA, Gold Cabinet, Presidential Leadership Cabinet, and Pacesetters. Our office will **NOT** produce artwork for any RSO's (*Registered Student Organizations*).
  - i. All RSO's must submit their t-shirt artwork for a double approval process.
  - ii. **Approval 1:** Artwork is approved, (*does not violate trademark standards*).
  - iii. **Approval 2:** Artwork is set up correctly for vendor.
    - a. If denied, requester must:
      1. Update file to meet vendor standards.
      2. Contact the vendor and have them recreate the artwork to their standards (*a fee will probably be incurred*).
      3. Both approvals must be met.

### \*Quote deadlines

*These do not include design time.*

- ☑ 1-150 shirts: design finalized 2 weeks prior to in-hand date
- ☑ 151-500 shirts: design finalized 3 weeks prior to in-hand date
- ☑ 500 plus shirts: design finalized 4 weeks prior to in-hand date

### Supporting Documents

- 🔗 [atu.robohead.com](http://atu.robohead.com)
- 🔗 <http://tinyurl.com/gq68rx8>

### Contact Information

- 👤 **Brandi Collins**
- ✉ [bcollins@atu.edu](mailto:bcollins@atu.edu)
- 📞 (479) 498-6038

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# New Media

*Carrie Phillips*

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# Social Media

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## Policy Statement

The Arkansas Tech University Social Media Policy provides a framework of expectations for individuals interacting on behalf of the university on social media.

All requests for social media must be entered into the ATU RoboHead web based tool for effective and efficient processing of the request. (Create an account or log in: [atu.robohead.com](http://atu.robohead.com))

## Definitions

- **Reproduction of Images:** The university has worked with General Counsel and has determined a model release should be obtained from individuals when their image is reproduced. [\(link to model form on website\)](#)
- **Right to Privacy:** Arkansas Tech University honors the privacy of individuals. When filming or taking photos in a residence hall, MARCOMM will coordinate with the Office of Residence Life to ensure student privacy. When filming or taking photos in classrooms, MARCOMM will work with the professor to ensure student privacy.
- **Reporting:** The director of new media is a mandated reporter. Items shared on university-level social media platforms will be reported in accordance with the Clery Act. Items appearing on accounts run by university entities should also be reported.
- **Death:** In the event a current student, faculty or staff member dies, the university will share this on social media and remain silent for 24 hours following the post. This policy may be altered as needed.
- **Division of Responsibility:** Arkansas Tech University values the knowledge students gain from serving in registered student organizations (RSOs) and does not require RSOs to follow this policy.
- **Use of Social Content:** MARCOMM is the sole owner of content created for social media. Campus entities wishing to utilize the content should share the post/tweet, as opposed to reposting the content.
- **University Content Removal:** Arkansas Tech University makes it a practice not to remove its content. The university will not remove its content due to image preference of users. In the event of erroneous content, every effort will be made to update content. Content removal requests will be considered on a case-by-case basis.
- **User Content Removal:** Arkansas Tech University encourages user content in an effort to facilitate dialogue. Content may be removed for being threatening, vulgar, attacking an individual, or spam.
- **Content Training:** The director of new media will offer monthly social media training. Training times and locations will be announced on the university news website and OneTech.  
  
The director of new media will host monthly social media office hours to answer questions. Training times and locations will be announced on the university news website and OneTech.  
  
Each semester the director of new media will communicate any platform updates that may impact university social media efforts. This information may be disseminated via email or face-to-face seminars.
- **Policy Enforcement:** Departments and campus entities not following the procedures may find their social media accounts suspended until policy breaches are resolved to the satisfaction of MARCOMM.

➤ **Methods of Recourse:** The policy regarding social media has been reviewed by MARCOMM. Those seeking exception to the policy should reach out to the director of new media. Following that, if the individual is still dissatisfied, the individual should reach out to the director of MARCOMM. The director of MARCOMM will work with all parties to render a suitable result.

➤ **Platforms Available:** Arkansas Tech University departments and programs wishing to engage on social media may use Facebook, Twitter and Instagram.

MARCOMM will regularly monitor existing platforms and new social platforms. The decision to add or remove platforms will be reviewed annually based upon current market trends.

## Procedure

1. Submit a request in RoboHead. (Create an account or log in: [atu.robohead.com](https://atu.robohead.com))
2. Meet with director of new media and complete social media training.
3. Provide the director of new media with three months of regularly planned content.
4. The director of new media will create accounts and ensure accounts follow the naming process.
5. Director of new media will provide access to accounts.
  - ☑ **Facebook** – Accounts will have a generic administrator in addition to approved entity users.
  - ☑ **Twitter** – If provided password is updated, it must be shared with the director of new media.
  - ☑ **Instagram** – If provided password is updated, it must be shared with the director of new media.
6. Director will share additional training opportunities and mark RoboHead request complete.

## Supporting Documents

[atu.robohead.com](https://atu.robohead.com)

### Social Media guidelines:

[www.atu.edu/urelations/socialmedia.php](http://www.atu.edu/urelations/socialmedia.php)

### Model release form:

[\(Link to be placed on university website\)](#)

## Contact Information

👤 **Carrie Harris Phillips**

✉ [cphillips@atu.edu](mailto:cphillips@atu.edu)

📞 (479) 880-4041

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# Video Storytelling

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## Policy Statement

The Arkansas Tech University Video Storytelling Policy provides a framework of expectations for individuals seeking video from the university.

All requests for video must be entered into the ATU RoboHead web based tool for effective and efficient processing of the request. (Create an account or log in: [atu.robohead.com](http://atu.robohead.com))

## Definitions

- **Campus Priorities:** University video resources are limited, and top priority will be given to videos that can be used for purposes that support the university's key initiatives and the university strategic plan.
- **Reproduction of Images:** The university has worked with General Counsel and has determined a model release should be obtained from individuals when their image is reproduced. [\(link to model form on website\)](#)
- **Right to Privacy:** Arkansas Tech University honors the privacy of individuals. When filming or in a residence hall, MARCOMM will coordinate with the Office of Residence Life to ensure student privacy. When filming in classrooms, MARCOMM will work with the professor to ensure student privacy.
- **Use of Video Content:** MARCOMM is the sole owner of video content. Video captured may be repurposed and reused for other university initiatives. Video will be provided to client online. Providing physical media will be considered on a case-by-case basis.
- **Policy Enforcement:** Departments and campus entities not following the procedures may find their video projects cancelled and not reopened.
- **Methods of Recourse:** The policy regarding video has been reviewed by MARCOMM. Those seeking exception to the policy should reach out to the video team. Following that, if the individual is still dissatisfied, the individual should reach out to the director of MARCOMM. The director will visit with all parties to render a suitable result.

## Procedure

1. Submit a request in RoboHead. (Create an account or log in: [atu.robohead.com](http://atu.robohead.com)).
2. Video team to conduct a needs assessment.
3. Preproduction meeting to establish messages, audiences, roles and responsibilities.
  - i. The client is responsible for identifying potential talent in videos and making initial introductions.
  - ii. Once talent selections are finalized, our office will work to schedule times to film.
  - iii. If b-roll is needed, the client should provide 3-5 opportunities for b-roll.
4. Storyboard/Script review *(If needed)*.

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5. Acquire content and build project.
  - i. First cut: Audio bed and basic b-roll may be provided. One round of audio changes and additional b-roll may be requested.
  - ii. Second cut: A second cut with finalized audio and additional b-roll will be provided. This layer will also include a first round of any graphics. One review of this layer will be accepted.
  - iii. The second cut will be reviewed by director to ensure video meets guidelines and achieves stated objectives.
  - iv. Third cut: A third cut will include finishing details including all graphics, finalized audio, finalized b-roll, etc. Only one review of this layer will be accepted.
6. Deliver content and close project in RoboHead.
  - i. Once the project is closed, it will not be reopened.

## Supporting Documents

[atu.robohead.com](http://atu.robohead.com)

### Model release form:

[\(Link to be placed on university website\)](#)

### Video Production Submission Form

[\(Link to be placed on university website\)](#)

## Contact Information

**Carrie Harris Phillips**

[cphillips@atu.edu](mailto:cphillips@atu.edu)

(479) 880-4041

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# Event Coverage

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## Policy Statement

The purpose of the Arkansas Tech University Event Coverage Policy is to provide a framework of expectations in requesting coverage of the university. All photos and videos captured are for the purpose of marketing the university.

All requests for event coverage must be entered into the ATU RoboHead web based tool for effective and efficient processing of the request. (Create an account or log in: [atu.robohead.com](https://atu.robohead.com))

## Definitions

- **Campus Priorities:** University photo and video resources are limited, and top priority will be given to events that can be used for purposes that support the university's key initiatives and the strategic plan.
- **Student Resources:** With numerous university events taking place each year, the use of student photographers and videographers are utilized by MARCOMM
- **Use of Event Content:** Arkansas Tech University, and specifically MARCOMM, is the sole owner of content created at event coverage.
- **Division of Responsibility:** MARCOMM will not cover some types of events due to the limited nature of the content gathered at such events. These events include banquets, award presentations and full recordings of speakers.
  - ☑ Should your event fall into one of these categories, it is your responsibility to gather content for this event. MARCOMM will provide as-needed photo training to assist. Those wishing to record a speaker's presentation should visit with Academic Affairs about recording services.
- **Communication of Changes:** It is the responsibility of the campus entities seeking event coverage to communicate location and schedule changes of events. Failure to do so results in wasted time and resources. Regular infractions may result in future event coverage being denied.
- **Policy Enforcement:** The Arkansas Tech University Event Coverage Policy offers guidelines for receiving coverage of campus events. Not following the procedures may result in event coverage being denied..

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- **Methods of Recourse:** The policy regarding event coverage has been reviewed by MARCOMM. Those seeking exception to the policy should reach out to the event coverage team. Following that, if the individual is still dissatisfied, the individual should then reach out to the director of MARCOMM. The director will visit with the event coverage team and with the individual in order to render a suitable result.

## Procedure

1. Submit an event request in RoboHead - [atu.robohead.com](https://atu.robohead.com) (*Event requests should be submitted one month in advance*).
2. Event coverage team will meet regularly to review event requests. Upon reviewing your request, a member of the team may follow up with any additional questions or comments.
3. The university event coverage team will make a coverage decision regarding your request.
  - i. If your event is selected for coverage, a member of the event team will communicate who will be covering the event.
  - ii. If the assigned photographer/videographer changes, it is the responsibility of the event coverage team to communicate this change to the campus entity.
  - iii. Should any changes to the event occur, it is your responsibility to communicate the changes.
4. If selected for coverage, the event coverage team will attend your event.
  - i. Photos and video from the event will be provided on Flickr and YouTube within 72 hours of the event for the campus entity.
  - ii. Additionally event coverage materials may be used on social media, the news website and other campus communication outlets.
5. The event coverage request will be marked closed in RoboHead.

## Supporting Documents

[atu.robohead.com](https://atu.robohead.com)

## Contact Information

**Carrie Harris Phillips**

[cphillips@atu.edu](mailto:cphillips@atu.edu)

(479) 880-4041

**Liz Chrisman**

[echrisman@atu.edu](mailto:echrisman@atu.edu)

(479) 880-4245

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# News Releases

*Sam Strasner*

**Draft Only**

# News Releases

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## Policy Statement

The Arkansas Tech University news release policy establishes the procedure by which campus entities may partner with MARCOMM to disseminate information about newsworthy events, individuals and accomplishments related to the university through various internal and external communication channels.

Requests for news releases may be entered into the Arkansas Tech University RoboHead web-based tool ([atu.robohead.com](http://atu.robohead.com)) for effective and efficient processing of the request. Individuals seeking additional information may contact Sam Strasner (479) 498-6045 or [sstrasner@atu.edu](mailto:sstrasner@atu.edu).

## Definitions

- 🕒 **Timeliness:** When wishing to use a news release to promote an event, it is recommended that members of the campus community make contact with MARCOMM approximately one month before the event. Initial details that will be required include the location, date, time and name (if applicable) of the event. Any requests for advance publicity photos should be made at the same time as the request for a news release.
- 📡 **Methods of Dissemination:** Upon finalization of the news release, it will be disseminated through the MARCOMM-operated channels:

- 🌐 [www.arkansastechnews.com](http://www.arkansastechnews.com)
- 📺 OneTech Announcements (*when appropriate*)
- 📺 Arkansas Tech University social media (*when appropriate*)

News releases are also distributed to members of the traditional media (*newspaper, television, radio*) as appropriate.

- 🌐 **Sphere of Influence:** Please note that outside of [www.arkansastechnews.com](http://www.arkansastechnews.com), OneTech and university-operated social media, MARCOMM does not have the authority to require any outlet to publish or otherwise disseminate any information. Our best method for achieving the maximum amount of coverage is to provide a quality product in a timely fashion. MARCOMM reserves the right to determine the best date and time to issue a news release based upon the flow of other news items and a best practice of not issuing too many news releases on the same day.

## Procedure

1. Submit a RoboHead request and/or contact the director of MARCOMM.
2. Provide feedback as needed following the completion of a first draft.
3. MARCOMM will disseminate news release as appropriate and provide any follow-up information or resources to members of the media as requested.

## Contact Information

- 👤 **Sam Strasner**
- ✉ [sstrasner@atu.edu](mailto:sstrasner@atu.edu)
- 📞 (479) 498-6045

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# Web Services

*Michael Stoker  
Tera Zeigler Simpson  
Liz Underwood*

**Draft Only**

# Web Services

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## Purpose

The purpose of this policy is to ensure that the Arkansas Tech University Web site presents accurate information, easy navigation and a consistent image.

This policy is provided to assist offices, departments, and individuals in the construction and the development of a consistent Web presence that elevates the Arkansas Tech Brand. Technical policies will change over time due to the dynamic environment of the Web and the technology required to keep the Web viable.

Individuals or groups responsible for developing official Tech Web pages should familiarize themselves with those additional policies and review them regularly to ensure compliance.

All requests for web services must be entered into the ATU RoboHead web based tool for effective and efficient processing of the request. (Create an account or log in: [atu.robohead.com](https://atu.robohead.com))

## Definitions

- **Arkansas Tech University Web:** Arkansas Tech University digital campus (*Tech Web*) consists of the Russellville university website, Ozark site, Athletics site, Arkansas Tech News, the mobile application, blogs, faculty sites, student organization sites, the university calendar, as well as affiliate websites. Arkansas Tech University's World Wide Web site is considered an official University publication and external marketing system, as well as a campus-wide information resource.
- **Web Publisher:** This person is responsible for the information on the page, for ensuring the information is of the highest editorial standards (*spelling, grammar, and accuracy*), and for making accurate and timely updates. Web Publishers will operate as the first tier of support for updates and changes to their assigned web sites.
- **Copyright:** Copyrighted photographs, text or graphics created by another person may not be placed on a page without documented permission of the photographer, artist or author. Web Publishers should be aware of all legal issues, especially copyright, which might apply to their Web pages.
- **Right to Privacy:** Revealing information about individuals, groups, or organizations without their permission, unless the information is already public, constitutes an invasion of privacy, and is prohibited.
- **Train the Trainer:** A train-the-trainer model enables experienced personnel to show a less-experienced user how to use specific software and processes. Usually, a new Web Publisher first observes a training event (*Web Workshop*) led by the Web Services team. A train-the-trainer approach will build a pool of competent Web Publishers who can then teach the material to other users in their functional area.
- **Web Services Team:** Leads the full lifecycle of the web site and web application development to ensure robust use of best-in-class methodology and tools, including information architecture, navigation schemas, content management, marketing and branding. Cooperates with Office of Information Services and MARCOMM to provide consistent methodologies.
- **Content Management System (CMS):** A content management system (CMS) is a computer application that supports the creation and modification of digital content using a simple interface to abstract away low-level details unless required, usually supporting multiple users working in a collaborative environment.

- **Site Map:** A site map (*or site map*) is a list of pages of a web site accessible to crawlers (search engine) or users. It can be either a document in any form used as a planning tool for Web design, or a web page that lists the pages on a website, typically organized in hierarchical fashion.
- **Web Workshop:** The aim of the web workshop is simply that all parties involved will be trained in how to use the CMS. Web Services will assist attendees present with updates and changes at that time.
- **Monthly Check-Off:** Each month web site content must be reviewed, checked for accuracy, and approved by the designated Web Publisher per department/functional area.
- **Super Administrator:** Those with level 10 acces within the CMS.

## Policy

- A. Only super administrators may have access to the source code within the CMS.
- B. Individual academic/administrative departments and functional areas may obtain a designated web site by requesting directory space on the production web server from MARCOMM.
- C. Web Services will check pages for accuracy of content and adherence to policy guidelines.
- D. Web Services will regularly review all official Tech Web pages in an effort to assure quality and consistency.
- E. Web Services will provide departments and functional areas a web server and other computing resources as available to support and promote the mission of the University.
  - i. The production web servers are not available for storage of non-Web related information.
    - a. Any content deemed non-Web related will be deleted.
  - ii. Arkansas Tech University does not allow personal Web sites on production servers. Web space for professional sites are available. Refer to [support.atu.edu](https://support.atu.edu) for details.
  - iii. It is expected that individuals placing information on a server in the Tech network will abide by all applicable University policies and all laws governing the use of electronic communications media. For more detailed information, please refer to the Tech Appropriate Use of Computer Resources Policy at: <https://tinyurl.com/zpqzqll>.
- F. Only approved University information will be communicated through Tech's home page and all other official pages that are linked to it.
- G. MARCOMM will establish a global style sheet. As new technology extends the design limitations of electronic publications, MARCOMM will periodically update or redesign graphics and make the revisions available to all faculty and staff who are in charge of maintaining official pages.
- H. Every Department or functional area that has a web site must have a designated Web Publisher. Departments can have more than one user but only one Web Publisher.
  - i. Monthly check-off will be performed by the Web Publisher.
    - a. The Web Publisher will be responsible for creating and maintaining its information for accuracy and for assuring compliance with all applicable University policies.



- b. Any sites, pages, or content that is outdated, incomplete, or inaccurate will be deleted.
  - ii. Student workers and Graduate Assistants must have a designated Web Publisher to approve all changes.
  - iii. The Web Publisher is responsible for training all sub-users in their functional area.
- I. As Web sites are changed and updated, the previous version of the pages or site must be archived offline and the older version removed from the network.
- J. Additional policies addressing specific issues related to the University's Web site are posted at [support.atu.edu](https://support.atu.edu). These additional policies may include instructions and use for official graphics information, server usage, maintenance and reporting issues, Web storage, location, technical information and Web specifications.

## Procedures

- A. New Department or Office Website
  - i. Submit a request in RoboHead (create an account or log in [atu.robohead.com](https://atu.robohead.com)).
  - ii. Meet with Web Services team.
  - iii. Provide proposed site map and collateral materials.
  - iv. Designate Web Publisher.
  - v. Web services will create space and assign access.
  - vi. Share additional training opportunities and mark request complete.
- B. Request New User
  - i. Submit a request in RoboHead (create an account or log in [atu.robohead.com](https://atu.robohead.com)).
  - ii. Provide needed data.
- C. New Professional Faculty Site
  - i. Submit a request in RoboHead (create an account or log in [atu.robohead.com](https://atu.robohead.com)).
  - ii. Provide collateral materials.
  - iii. Web services will create space and assign access.
  - iv. Share additional training opportunities and mark request complete.
- D. Website Updates
  - i. Submit a request in RoboHead (create an account or log in [atu.robohead.com](https://atu.robohead.com)).
  - ii. Web services will complete.
  - iii. Mark request complete.
- E. New Project
  - i. Refer to [Department Wide Policy](#).

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## Supporting Documents


### Website Policies

 [support.atu.edu](https://support.atu.edu)

## Contact Information


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# Creative Video

*Ryan Taylor*

**Draft Only**

# Creative Video Policy

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## Policy Statement

The Arkansas Tech University Creative & Promotional Video Production Policy provides a framework of expectations for individuals seeking creative or promotional types of video from the university.

All requests for creative video must be entered into the ATU RoboHead web based tool for effective and efficient processing of the request. (Create an account or log in: [atu.robohead.com](https://atu.robohead.com))

## Definitions

- **Campus Priorities:** To ensure efficient use of resources, to tell an effective story of each university partner, and in order to meet the highest level of production standards, top priority will be given to videos that can be used for purposes supporting the university's key initiatives and the university strategic plan.
- **Reproduction of Images:** The university has worked with General Counsel and has determined a model release should be obtained from individuals when their image is reproduced. [\(link to model form on website\)](#)
- **Right to Privacy:** Arkansas Tech University honors the privacy of individuals. When filming or in a residence hall, MARCOMM will coordinate with Office of Residence Life to ensure student privacy. When filming in classrooms, MARCOMM will work with professor to ensure student privacy.
- **Use of Video Content:** MARCOMM is the sole owner of video content. Video captured may be re-purposed and reused for other university purposes. Video will be provided to client online. Providing physical media will be considered on a case-by-case basis.
- **Policy Enforcement:** Departments and campus entities not following the procedures may find their video projects cancelled and not reopened.
- **Methods of Recourse:** The policy regarding video has been reviewed by MARCOMM Those seeking exception to the policy should contact Ryan Taylor. Following that, if the individual is still dissatisfied, the individual should reach out to the director. The director will visit with all parties to render a suitable result.

## Procedure

1. Submit a request in RoboHead. (Create an account or log in: [atu.robohead.com](https://atu.robohead.com)).
2. MARCOMM will conduct assessment.
3. Preproduction meeting with partners and assigned creative team to cast vision, establish message, audience, treatment, roles and responsibilities.
  - i. The partner is responsible for identifying talent in videos and making informal introductions.
  - ii. Once talent selections are finalized, Ryan Taylor will schedule times to film.
4. Storyboard/Script review *(If needed)*.

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5. Acquire content and edit project
  - i. First cut: Review by MARCOMM to ensure the project is consistent with branding and production quality standards and will meet partner's defined expectation. Upon review from the partner, one round of audio changes and additional visual content may be requested.
  - ii. Second cut: A second cut with finalized audio and additional visual content will be provided. Minimal tweaks may be requested at this point, as to be determined by Ryan Taylor.
  - iii. Final Cut: This cut will include all finalized graphics, audio, visual content, etc. No further changes beyond this Final Cut.
6. Deliver content in requested format/s and close project in RoboHead
  - i. Once the project is closed by MARCOMM, it will not be reopened.

## Supporting Documents

 [atu.robohead.com](http://atu.robohead.com)

## Model release form:

 [\(Link to be placed on university website\)](#)

## Contact Information

 **Ryan Taylor**

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 (479) 964-0509

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 **Print**

*Felisha Weaver  
Liz Underwood*

**Draft Only**

# Print Policy

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## Purpose

The purpose of this policy is to ensure university communications and marketing meets University standards and maintains the integrity of the Arkansas Tech University brand.

## Policy

It is the policy of this university to set forth rules and regulations regarding the creation & printing of materials for mass communication and marketing.

All requests for print publications must be entered into RoboHead ([Ⓞ atu.robohead.com](http://atu.robohead.com)), the MARCOMM project management system, to ensure efficient processing of all projects.

## Definitions

- **Production Calendar:** the MARCOMM calendar of annually recurring projects that have been approved by MARCOMM
- **Client:** organization/department using the services of the MARCOMM staff
- **RoboHead Reviewer:** the individual designated by MARCOMM as the liaison/approver for the client
- **RoboHead:** ([Ⓞ atu.robohead.com](http://atu.robohead.com)), the MARCOMM project management system
- **RoboHead Review:** electronic reviews and approvals of work submitted by MARCOMM to the client. MARCOMM receives email notifications of your actions, so emailing MARCOMM staff is unnecessary.
- **Annotation Feature:** ([Ⓞ aod-contacts.helpdocsonline.com/index](http://aod-contacts.helpdocsonline.com/index)) the tools used within a Review in RoboHead to mark-up the document provided by MARCOMM with needed changes
- **Review Approval:** “Approved with Changes” (*orange thumbs up*) signifies that the client approves the draft provided MARCOMM makes the changes marked via the annotation feature // “Approved” (*green thumbs up*) signifies to MARCOMM that the client needs no further changes
- **Zenfolio:** All images created by MARCOMM and its affiliates are stored on the university’s online photography archive, Zenfolio.
- **Collateral Piece:** printed or electronic pieces produced to communicate/market information/events (*ex. Brochure, Facebook ad, banner, web graphic, etc.*).
- **Licensed Vendor:** a print shop that has a license to print materials with the Arkansas Tech name and/or the Arkansas Tech logos (A complete list can be found at [Ⓞ http://tinyurl.com/gq68rx8](http://tinyurl.com/gq68rx8)).
- **Project Closed:** after a Review has been marked as “Approved,” MARCOMM staff will mark a project as “Complete” in the RoboHead system indicating that the project has been finalized, and is now closed and will not be reopened.
- **Proposal:** a document containing information about how MARCOMM will complete a project, the time-frame for the project, and what collateral pieces will be involved.

- **Priority Protocol:** priorities are set by MARCOMM per the university's goals and objectives.

## Procedure

- A.** MARCOMM professional staff **WILL** provide communications and marketing for prospective students, new students, concurrent students, parents, alumni, community, and camps/conferences.
- B.** MARCOMM professional staff **MUST** provide artwork for the following:
  - i. All jobs printed at an off-campus printer (*i.e.* t-shirts, booklets, brochures, etc.).
    - a. For details, please refer to the [USO T-Shirt Policy](#) or [Departmental T-Shirt Policy](#).
  - ii. Any printed items being sent to or seen by a mass audience (*i.e.*, Orientation, Resource Guide, FOMF, Involvement Guide, Welcome Week, Departmental Brochures/Marketing).
- C.** MARCOMM professional staff **WILL NOT** provide marketing for student events not previously included on the production calendar unless requests meet the following guidelines:
  - i. Requested during the academic school year (*September 1 – May 1*).
    - a. Will be completed on a first come, first serve basis provided the following:
      - 1. All General Submission guidelines ([section D](#)) apply.
      - 2. Projects must be requested a **minimum** of four weeks prior to the event date.
      - 3. Exceptions will be made on a project by project basis and will follow priority protocol as deemed by MARCOMM.
- D.** General Submission Guidelines
  - i. Project and funding must be approved/allocated by department/office prior to project start.
  - ii. All text/information must be finalized and approved by necessary superiors and submitted to MARCOMM by the deadline determined by MARCOMM. Failure to provide necessary content will result in missed deadlines or project cancellation. [Refer to section E.vii](#).
    - a. If client has design and photo suggestions, they must be provided to MARCOMM by the text/information deadline and will be considered. However, final design and photographic selection will be at the discretion of the MARCOMM professionals. (*i.e.*, fonts, colors, graphics, photos, etc.). [Refer to section E.v](#).
  - iii. Any additional collateral pieces outside of the proposal must be requested at the onset of the event.
    - a. If client has collateral piece suggestions, they must be requested by the text/information deadline and will be considered. However, final collateral piece decisions will be at the discretion of the MARCOMM professionals.
  - iv. All photos must be provided by our office ([Zenfolio](#)). Exceptions will be made on a project by project basis and must meet specific requirements:
    - a. 300 dpi at print size
    - b. In focus
    - c. Proper exposure
    - d. High quality content as deemed by designer

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## E. Review Project Guidelines

- i. Reviews will **ONLY** be conducted via RoboHead.
- ii. Only one reviewer will be assigned and have access to a project.
- iii. It is the reviewer's responsibility to have the draft(s) reviewed by all necessary supervisors prior to marking the project as "Approved" or "Approved With Changes" via RoboHead.
- iv. All edits and approvals must be provided by the reviewer via the annotation feature in RoboHead. Edits sent in notes/comments or by email or phone will not be accepted.
- v. Once design production has begun, no further suggestions from the client will be considered
- vi. Up to 2 reviews per project will be allowed.
  - a. **Review 1** (*reviewer has 5 business days to "Approve" or "Approve With Changes"*) Reviewer checks content and provides any unforeseen text changes (*i.e., event time/location change*).
  - b. **Review 2** (*reviewer has 3 business days to "Approve" or "Approve With Changes"*) Reviewer ensures text changes were made sufficiently and gives final approval.
    1. If the MARCOMM professionals miss an edit in Review 1, the reviewer is allowed to mark "Approved With Changes" one extra time during Review 2.
  - c. If the reviewer does not respond within the allocated time-frame, the project will automatically be cancelled and will not be reopened.
  - d. Once approved, final artwork will be sent to the reviewer or licensed vendor.
    1. **1-3 Collateral Pieces:** Reviewer is provided a RoboHead link to download print-ready art.
    2. **3+ Collateral Pieces:** Reviewer is provided a [Dropbox](#) link to download print-ready art. If the reviewer misses the download deadline (*7 days*), a new link will not be provided.
- vii. Once a project has been approved it will be closed and will not be reopened for any reason (*i.e., text changes, misspellings, etc.*).

## Supporting Documents

### Flyer Templates

[🔗](#) (link to be placed)

## Contact Information

### 👤 Felisha Weaver

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### 👤 Liz Underwood

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# Photography

*Liz Chrisman*

**Draft Only**

# Photography Policies

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## Faculty & Staff Portrait Policy Statement

The purpose of Arkansas Tech University Portrait Policy is to provide a framework of expectations in requesting complimentary faculty & staff portraits.

All requests for photography must be entered into RoboHead ([atu.robohead.com](https://atu.robohead.com)), the MARCOMM project management system, to ensure efficient processing of all projects.

### Definitions

- **Open Call for Headshots:** This will occur the first Tuesday of every month. Those wishing to have a portrait made on this day will need to schedule with the university photographer in advance. All of these will be taken in Browning 214.
- **Special Scheduling:** Departments may request specific dates & times for their group that are outside of this window and they will be scheduled based on the university photographer's availability. Faculty/staff portraits for web pages and publications must be taken in Browning 214. Athletics portraits are the only exception to this location rule.
- **Zenfolio Gallery:** The subject will be provided proofs via a Zenfolio gallery within 24-48 hours, depending on the photographers workload.
- **Light Retouching:** This is available for the final portrait chosen by the client and will be completed before the final image is turned over.
- **Web Resolution Image:** The photographer will send the subject a link, via RoboHead, to a web resolution version of their finished image for professional usage (*faculty web pages, LinkedIn, etc.*) Print resolution versions of the image will not be released without viable reason. The photographer will only release one finished version of the image to the subject.

## Marketing/Promotional Photoshoots Policy Statement

The purpose of the Arkansas Tech University Marketing/Promotional Photoshoots Policy statement is to provide a framework of expectations in requesting skills for marketing/promotional purposes.

### Definitions

- **Campus Priorities:** The ensure efficient use of resources, to tell an effective story of each university partner, and in order to meet the highest level of image standards, top priority will be given to photography that can be used for purposes supporting the university's key initiatives and the university strategic plan.
- **Reproduction of Images:** The university has worked with General Counsel and has determined a model release should be obtained from individuals when their image is reproduced.

- **Right to Privacy:** Arkansas Tech University honors the privacy of individuals. When shooting in a residence hall, MARCOMM will coordinate with the Office of Residence Life to ensure student privacy. When shooting in classrooms, MARCOMM will work with professors to ensure student privacy.
- **Use of Photo Content:** MARCOMM is the sole owner of the photo content produced. Photos captured may be re-purposed and reused for university purposes. Photos will be made available for internal use via the university's image database, Zenfolio.
- **Policy Enforcement:** Departments and campus entities not following the procedures may find their photo projects cancelled and not reopened.
- **Methods of Recourse:** The policy regarding marketing photography has been reviewed by MARCOMM. Those seeking exception to the policy should contact the university photographer. Following that, if the individual is still dissatisfied, the individual should reach out to the director of MARCOMM. The director will visit with all parties to render a suitable result.

## Procedure

1. Submit a request in RoboHead. (Create an account or log in: [atu.robohead.com](https://atu.robohead.com))
2. MARCOMM will conduct assessment.
3. Preproduction meeting (whether digitally or in person) with partners will occur to cast vision, establish intent/purpose, discuss intended audience, etc. The partner is responsible for identifying talent used in the shoot as well as all materials needed to ensure authenticity.
4. University photographer will schedule time/place to shoot once talent has been established.
5. All finished photography will be archived on Zenfolio and available by request for marketing projects by MARCOMM and partner that requested the project.
6. Project is closed in RoboHead and will not be reopened.

## Zenfolio Policy Statement

The purpose of the Arkansas Tech University Zenfolio Policy is to provide a framework of expectations in requesting digital or printed images from the university's official image database, Zenfolio.

### Definitions

- **Zenfolio:** All images created by MARCOMM and its affiliates are stored on the university's online photography archive, Zenfolio.
- **Use of Photo Content Internally:** This archive is for internal purposes only and should not be shared externally. University clients may not distribute, sell or share any images produced by this office without prior consent. These images are for University purposes only.
- **Function of Zenfolio:** The archive is not intended to function as a social sharing mechanism. The university's official Flickr account is the official social sharing mechanism for the university's images.

- **External media requests:** Images will be released once approval has been gained by MARCOMM. All photos must be captioned and credited where appropriate citing the name of the photographer and /ATU MARCOMM. (*Example: Liz Chrisman/ATU MARCOMM.*)
- **Photostore:** MARCOMM has created a special, public section of Zenfolio to serve as an online photostore. Select galleries of images are available for the public to purchase. This includes prints, print products and digital downloads of the select images.

## Procedure

All internal requests for use of images from Zenfolio must be entered into the ATU RoboHead web based tool for effective and efficient processing of the request. (Create an account or log in: [atu.robohead.com](http://atu.robohead.com))

All media requests for use of images from Zenfolio must be made by contacting the university photographer or director of MARCOMM.

## Supporting Documents

- [atu.robohead.com](http://atu.robohead.com)
- [photos.atu.edu](http://photos.atu.edu) (*Zenfolio*)
- [atu.edu/photos](http://atu.edu/photos) (*Flickr*)

## Model Release Form:

- [\(link to be placed on website\)](#)

## Contact Information

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