

Communications & Marketing Procedures: **BRANDING**

The University of South Florida is operating under a modified master brand strategy and all colleges and departments are to follow the [established brand guidelines](#). Student Success (SS) has its version (“lock-up”) of the USF logo and some general graphics that comply with the university’s identity guidelines.

SS Communications & Marketing (CM) and the marketing personnel in the various departments of SS are responsible for guiding the development and the consistent dissemination of the university brand. Employees of all SS departments assist with branding efforts by incorporating brand components into their work, as appropriate, and *under the guidance of their departmental marketing officer and/or CM*.

Procedure: All marketing and communications materials should follow the established university brand. Guidance and brand artwork can be provided by SS marketing officers. Any employee needing graphic design assistance should contact their department’s aligned marketing manager (see contacts below) or CM.

Textual Reference

SS departments should refer to themselves as ‘[insert department name], a department of Student Success at the University of South Florida’ in the initial introduction of a written message, as appropriate.

Contacts: Marketing Managers

- **Cheryl Anderson**, Undergraduate Studies departments, 813-974-5145, clanderson@usf.edu
- **Lisa Ater**, Student Affairs departments, 813-974-5046, lisabeebe@usf.edu
- **Lorie Briggs**, Innovative Education, lbriggs@usf.edu
- **Gillian Moll**, Health & Wellness departments, 813-396-0872, gillianmoll@usf.edu
- **Stephanie Keck**, Center for Career & Professional Development, 813-974-7626, skeck@usf.edu
- **Renee Rotondo**, all others, 813-974-5383, reenehunt@usf.edu

Communications & Marketing Procedures: **MEDIA INQUIRIES**

As part of the University of South Florida, Student Success (SS) is regularly contacted by the media regarding news stories. ‘Media’ is defined as any news outlet on or off the USF campus, including The Oracle and WUSF. **To ensure a thorough and coordinated response to inquiries, all SS employees must direct media inquiries to SS Communications & Marketing (CM) to review and facilitate response, with few exceptions.**

Procedure: *Requests by Telephone or E-mail*

All media inquiries received by telephone or e-mail should be immediately directed to the director of CM, with exceptions only for divisional spokespersons listed below. CM will notify University Communications and Marketing (UCM) of the request, determine the nature of the inquiry, respond to the inquiry, and/or coordinate interviews with appropriate experts in the various departments. If the director of CM is **not** available in a timely manner, then one of the following UCM representatives should be contacted:

Althea Johnson - (813)974-1665, alheapaul@usf.edu

If a **SS spokesperson** is the initial contact, the spokesperson (*see list below*) may directly respond to the media, although it is preferred that the request be referred to CM and/or UCM for investigation and preparation prior to responding. If a spokesperson does respond directly, they should inform CM of the inquiry and the line of questioning/responses as soon as possible following the interview.

Spokespersons:

Cynthia DeLuca	Christine Brown	Addye Buckley-Burnell
Allison Crume	Stephanie Harff	Patricia Helton
Brett Kemker	Danielle McDonald	Joseph Puccio
Jay Souza		

Following all CM arranged interviews, the interviewed employee is asked to e-mail CM if the line of questioning deviated from what was anticipated.

Onsite Requests

Media are regularly on campus with the intention of conducting onsite interviews. Given USF is a public institution with an open campus, the media has a right to be here (provided that they are not disruptive or intrusive) and students are free to accept or decline interview requests. If asked to interview, employees of SS will use their best judgment to determine the nature of the interview and the best course of action. If the subject of the interview is simply informational (not controversial) **and** the employee is informed and comfortable participating, then the employee may interview. Otherwise, the employee should decline the interview and direct the media to contact CM or UCM. If interviewed, the employee should notify director of CM immediately following the interview.

Contact: **Renee Rotondo**, Director - CM, 813-974-5383, cell 727-458-5043, reenehunt@usf.edu

Communications & Marketing Procedures: **PRESS RELEASES & MEDIA SUBMISSIONS**

As part of the University of South Florida, Student Success (SS) and its many departments regularly generate newsworthy content about its achievements, initiatives, events, and programs. To create greater awareness of SS initiatives, press releases and other media submissions (media alerts, briefs, articles, etc.) will be considered and pursued.

Any news for public issue from SS and its departments, as well as third-party releases (vendor endorsements, joint announcements, etc.) in which the USF and/or any of its entities are referenced, must be forwarded to SS Communications & Marketing (CM) for coordination and university review and approval before dissemination **without exception**.

Procedure: Press Releases

Departmental news for press release should be outlined or drafted and forwarded to the aligned marketing manager for drafting, editing, and/or review preferably two (2) weeks prior to the desired release date. CM can assist with the writing of the release, if needed or desired.

It is the responsibility of the aligned marketing manager to secure departmental management approvals and third party approvals (if warranted) before forwarding the draft release to CM. All third party approvals must be obtained in writing in hard copy or via e-mail and kept on file with the department. CM will be responsible for obtaining necessary divisional and university approvals. Once all approvals are obtained, CM will work with University Communications and Marketing (UCM) to ensure optimal release timing over the newswire, e-mail, and/or other electronic media deemed appropriate. UCM will determine if, when and how a release is distributed.

Media Submissions

Likewise, media submissions (i.e. media alerts, articles, etc.) by departments should follow the process detailed above.

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- **Cheryl Anderson**, Undergraduate Studies departments, 813-974-5145, clanderson@usf.edu
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- **Lorie Briggs**, Innovative Education, lbriggs@usf.edu
- **Gillian Moll**, Health & Wellness departments, 813-396-0872, gillianmoll@usf.edu
- **Stephanie Keck**, Center for Career & Professional Development, 813-974-7626, skeck@usf.edu
- **Renee Rotondo**, all others, 813-974-5383, reneehunt@usf.edu

Communications & Marketing Procedures: **MARKETING/COMMUNICATIONS MATERIALS**

The University of South Florida Student Success (SS) Communications & Marketing (CM) department is responsible for the consistent dissemination of the university and SS brand. To ensure compliance with branding, quality standards, and university purchasing requirements that mandate logo review/approval, **CM must review all SS and departmental marketing and communications materials prior to the items being purchased, produced, printed or put into service**, including but not limited to:

Literature	Tradeshow displays/tablecloths
Advertising	Newsletters
Signage	Advertising specialties (i.e. t-shirts, promotional items)
Digital marketing	

CM must also review all artwork for student organizations when it includes any reference to USF.

Any SS or departmental communications intended for distribution beyond our division must be submitted to CM for prior review. Routine communications pieces, such as letters, reports, and other internal documents, do not need to be reviewed, provided that departmental management has approved these items and university and SS branding is correctly applied, if appropriate.

Procedure: In the instance that CM is not preparing the artwork, it is strongly suggested that CM be included early in the design process to ensure that there are no last-minute issues with artwork.

To comply with university logo approval and Purchasing requirements, a pre-production proof must be submitted (preferably via e-mail) to the CM director for review and approval. The proof should be the final artwork provided by the vendor as a production proof.

Submitters should indicate turnaround time needed for the approval. CM will coordinate the communication of any required and/or suggested modifications with the department requestor. Approvals of artwork will be provided expediently via e-mail so that the submitting department has written proof of the approval to submit to Purchasing, as required.

Contact: Renee Rotondo, Director - CM, 813-974-5383, reneehunt@usf.edu

Communications & Marketing Procedures: **E-MAIL FORMAT AND SIGNATURES**

The University of South Florida Student Success (SS) Communications & Marketing (CM) is responsible for guiding the development and consistent dissemination of the SS brand. E-mails are a prominent means of communication, providing regular opportunity for brand building with all our stakeholders, including students, employees, and vendors. All SS employees are requested to use the standardized e-mail signature format provided below to assist in brand awareness.

Procedure: Employees should support the university's brand by following the standard e-mail signature examples (example below) and instructions provided at <https://www.usf.edu/ucm/marketing/email-signatures.aspx>. **All employees are asked to refrain from using other logos, quotes, wallpaper/ backgrounds, mixed fonts, multi-colored fonts, and clip art to ensure a professional appearance.**

John Doe
Director of Marketing
University Communications and Marketing
University of South Florida
Tampa campus
813-974-2125



Additional contact information (local phone, fax and cell numbers, etc.) can be incorporated into the signature block to suit individual preferences/needs or as directed by departmental management.

Contact: Marketing Managers

- **Cheryl Anderson**, Undergraduate Studies departments, 813-974-5145, clanderson@usf.edu
- **Lisa Ater**, Student Affairs departments, 813-974-5046, lisabeebe@usf.edu
- **Lorie Briggs**, Innovative Education, lbriggs@usf.edu
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Communications & Marketing Procedures: **Disability Accommodations**

Student Success (SS) at the University of South Florida is committed to ensuring that the campus and its student life activities are inclusive of and accessible for all students. To facilitate this access and with guidance from the Student Accessibility Services (SAS) department, SS Communications & Marketing (CM) requests the inclusion of a disability accommodations statement in all marketing and communications issued from the division. Additionally, any video utilized by SS and its departments should be captioned to ensure accessibility. Finally, large-scale events, especially those open to the public, should automatically make provisions for on-site accommodations with guidance from SAS. Cost for any services rendered will be the responsibility of the department or organization, not SAS.

Procedure: Statement

All marketing and communications materials, including printed and electronic materials (i.e., posters, flyers, brochures, forms, etc.), should include a version of this statement:

“For reasonable accommodations, please contact [insert name], [phone number and/or e-mail address] (FL Relay 711).”

If only providing an e-mail address, you do not need to include the “(FL Relay 711)”. This statement should appear in close proximity to the contact information on materials.

In order to facilitate those with visual impairment, please use a crisp, easy-to-read font, such as Arial or Calibri, set in a minimum of 11 pt. type (or larger for large format items, like posters). The font may be bolded for better clarity but should not be condensed. Additionally, the font should appear in high contrast to the background. For instance, if the background is dark, set the type in white or near white color; if the background is light, set the type in black or near black color. Avoid putting the statement over a photograph or graphic that is not solid in color.

Any requests received for accommodation should be immediately coordinated with SAS. The cost of such services may be the responsibility of the requesting entity.

Video Captioning

Contact SAS for information and assistance on captioning video. It is preferable to have the video producer handle the captioning on the front end. If this is not possible, SAS may be able to assist with captioning post production; the expense may be passed on to the requesting department.

Large Scale Events

Contact SAS for guidance and coordination of accommodations resources for large-scale events preferably two weeks prior to the event. Any expense may be passed on to the requesting department.

Contact: **Deborah McCarthy**, Director - SAS, 813-974-8135, dmccarthy@usf.edu
Renee Rotondo, 813-974-5383, reneehunt@usf.edu