

Marketing & Advertising Policy

Including 3rd Party Vendors and Companies

SUMMARY: All University advertising should be coordinated with the University of Providence Marketing & Communications department. This includes all forms of paid and free advertising, including print (brochures, pamphlets magazines, etc.), broadcast (radio and television), digital advertisements, billboards, direct mail, website or microsites, signage, etc. No advertising commitment should be executed without consultation with the Marketing & Communications department. The Marketing & Communications department has the responsibility to ensure that consistent University design and copy standards are met and executed.

PURPOSE: The purpose of this policy is to align all parties involved in advertising the University of Providence in any way, internally and externally. The Marketing & Communications department will be involved with vetting any opportunities that involve the name, image or likeness of the University. Understanding that alumni, faculty, staff, and students of the University may seek advertising opportunities to promote the University, it is in the University's best interest to regulate how commercial entities may advertise or place sponsorship with the University of Providence. Additionally, all opportunities must consider and reflect the University's mission to serve the students, campus community and community at large, especially those underrepresented or vulnerable.

PROCEDURES: For any advertising opportunity to be considered for approval, the following procedures and guidelines must be met:

1. Coordinate with the Marketing & Communications department about the opportunity to promote or advertise the University.
2. Advertising opportunities will be evaluated on a case by case basis by the Marketing & Communications department along with the oversight committee.
3. Once a decision has been made, the Marketing & Communications department and committee will communicate and coordinate the opportunity with all parties involved.
4. A Marketing & Communications department member will be physically present for the opportunity to ensure all branding and communications guidelines are met and followed.
5. For any advertising of the University of Providence by an external entity, UP reserves the right to give final approval on all materials, video content, photography, digital content, etc. This ensures that anything created with name, likeness or image of the University maintains consistent with the University's mission and advertising goals.

TOPICS:

UNIVERSITY LOGOS, NAMES, SYMBOLS & MARKS: Any advertising that includes the use of any University name, logo, symbol, or mark (trademark) must comply with the University's brand guidelines that resides with the Marketing & Communications Department.

SOCIAL MEDIA

Anyone who wishes to set up approved/official University of Providence social media accounts and speak on behalf of the

University of Providence through social media must receive permission from the Director of Marketing & Communications to ensure the confidentiality, privacy and compliance with FERPA.

Any social media posts or content that is published through a University approved channel, must have the approval from the Marketing & Communications department. To ensure the brand image and integrity of the University, the Marketing & Communications department reserves the right to remove any content that isn't within the University's brand guidelines.

VIDEO/PHOTOGRAPHY

To ensure that video productions coordinate with existing University wide marketing efforts, contribute positively to University of Providence's brand image, prevent inconsistent messaging and/or duplication of materials already in existence and meet the highest production standards in the most cost-effective manner, production of promotional videos will be coordinated through and approved by the Marketing and Communications department. This includes video productions intended for public presentations, for broadcast or use online; and University of Providence marketing and promotional photography. All work (raw source material and final product) produced for this purpose shall become the permanent property of University of Providence and shall be considered copyrighted materials of the University.

Any request by an outside movie or video production company to film on University of Providence property shall be referred to the Marketing and Communications department for consideration and approval.

PRINT & OTHER MARKETING COMMUNICATIONS

Any print, digital or other medium of advertising materials should be consistent with the University's brand guidelines and have the approval of the Marketing & Communications departments. This includes, but is not limited to:

1. Print Media (brochures, pamphlets, magazines, etc.), College Guides, Magazine Ads, etc.
2. Digital Media types of Advertising on Google, Bing, or any other search engine
3. Banners and Digital Billboards
4. Press Releases
5. Print Fliers and Digital Fliers
6. Web pages
7. Direct Mailers
8. Broadcast (radio & television)
9. Social Media Sites (Facebook, Instagram, Twitter, YouTube, LinkedIn, etc.)

UNACCEPTABLE TYPES OF ADVERTISING: The University has the right and will refuse Advertising that it considers unacceptable. For example, Advertising is unacceptable when it

1. Disagrees with University Advertising Policy;
2. Adversely affects the University's reputation;
3. Appears to create an endorsement by the University of a particular company, product, political candidate or position regarding public policies;
4. Is considered to contain obscene, indecent or profane material;
5. Ridicules, exploits, or demeans persons on the basis of their age, color, creed, physical or mental disability, physical appearance, national origin, citizenship, veteran status, marital status, race, religion, sex, sexual orientation, gender or gender identity;

OVERSIGHT COMMITTEE

This policy is administered by an oversight committee appointed by the President of the University that will include representatives from Marketing & Communications, Enrollment Management, Student Affairs, Athletics, and President's Advisory Council.

VIOLATIONS & ENFORCEMENT

Complaints regarding individuals or groups who violate the campus publicity policies and procedures will be referred to the oversights committee. The Director of Marketing & Communications will resolve the matter or refer the complaint to the Office of the President. Sanctions for violations may include but are not limited to fines of University service.

MARKETING & COMMUNICATIONS DEPARTMENT

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