

College of Agriculture, Human and Natural Sciences Policy and Procedure Manual

Section: 1. Governance, Organization, General

Policy Name: Communications

Policy Number: 1.01.01

Date: April 11, 2017

Responsible Party: All employees

I. Purpose

This section outlines policy and procedures regarding the services provided by the college communications staff and the production of college-sanctioned promotional materials.

II. Policy

- A. The college Communications Coordinator provides support for communications in the College of Agriculture, Human and Natural Sciences. It promotes and reports the College's academic offerings, research accomplishments, Extension activities, facilities, services, and events in an informative and positive light. It is also responsible to ensure university content and branding guidelines are followed and verifies College and University information is clear, accurate, and grammatically acceptable.
- B. Areas that fall under the responsibility of the Communications Coordinator:
 1. Media relations for the college, including press releases and organization of media events. Serves as liaison to the University Media Relations Department.
 2. Content on college website and social media/networking programs.
 3. Photography, graphic design, editing and quality control support for college communications products.
 4. Preparation and editing services for promotional materials for the college.
 5. Preparation and editing services for technical materials such as reports, abstracts, impact statements, or poster presentation of research findings; scientific and technical articles; funding proposals; and/or periodicals on scientific, research, academic or technical subjects.
 6. Obtain TSU publication numbers for items originating from the college.

C. Procedure to request services.

1. Complete the Request for Communications Services Form. This form is available on the college website.
2. Obtain Department Head or Associate Dean approval on the form.
3. Forward the form and any associated materials to the Communications Department as per the instructions on the form.

The requester will be contacted for approval of finished product prior to finalization of project.

III. Further Information

CAHNS Dean's Office

CAHNS Communications Department