

College of Agriculture Policy and Procedure Manual

Section: 1. Governance, Organization, General

Policy Name: Communications

Policy Number: 1.01.01

Date: October 25, 2022

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 Marketing and Communications staff provides support for communications in the College of Agriculture. 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 Marketing and Communications staff:
 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.

D. Inclusion of Non-Discrimination Statement

Recipients of federal financial assistance are required to implement a process which incorporates non-discrimination statements in all public notifications. Such practices include the placement of a non-discrimination statement on all print and nonprint materials (audio, video, website, brochures, newsletters, etc.) to ensure that the public is made aware of non-discrimination policies within the university.

The publication statement shown below is what you place onto your publications. All publications must also have the official Tennessee State University logo.

Your publication code – Tennessee State University does not discriminate against students, employees, or applicants for admission or employment on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class with respect to all employment, programs and activities sponsored by Tennessee State University. The following office has been designated to handle inquiries regarding non-discrimination policies: Office of Equity and Inclusion, 3500 John Merritt Blvd., General Services Building, Second Floor, Nashville, TN 37209, 615-963-7435. The Tennessee State University policy on nondiscrimination can be found at www.tnstate.edu/nondiscrimination .

For the occasions when the full statement will not pertain or fit (schedule cards, campus maps, etc.), use the following:

Your Publication Code – Tennessee State University is an AA/EEO employer.

E. Reasonable Accommodations and Reasonable Accommodations Statement

When actively seeking participation in a workshop or event, all public facing materials must include a statement regarding the provision of reasonable accommodations to participants/attendees.

The statement below, or one that contains the same information, including a point of contact should be used on all event announcements.

*If you need a reasonable accommodation, please contact Mr. Cornelius Brownlee at cbrownl2@tnstate.edu or 615-963-7435 by **[insert a date two weeks or some other reasonable interval before the event]**. If requests are received after this date, we may not have sufficient time to make necessary arrangements.*

The Office of Equity and Inclusion will keep a logbook of requests for accommodations, to include the date and time of the request, what response was given to the request, and the result.

Event organizers should check with the Office of Equity and Inclusion shortly after the request date to determine what arrangements, if any, need to be made for reasonable accommodations. Requests may include large print, materials in another language, a sign language interpreter, etc.

F. Notice to College Faculty and Staff

The college Director of Marketing and Communications will review items D. and E. with college faculty and staff annually at the Fall Semester College Meeting.

III. Further Information

College of Agriculture Dean's Office

College of Agriculture Communications Department

TSU Office of Equity and Inclusion