



Policy on University Marketing and Communication

Effective Date: April 14, 2016

Approval: April 14, 2016

Maintenance of Policy:
Marketing and Communications

PURPOSE: The purpose of this policy is to provide guidance with regards to the creation and disbursement of UD marketing materials. This policy provides a centralized location for coordination and approval to ensure all marketing materials and communications are consistent with the University's approved brand and the Catholic Marianist mission and identity.

SCOPE: Faculty, Staff, and Students

POLICY:

All marketing and communications, print and digital, must adhere to University-approved branding guidelines. All content owners throughout the University are responsible for ensuring the accuracy and appropriateness of the communications coming from their respective areas. Marketing and communications to prospective students and families should be coordinated/approved through Enrollment Management and Marketing. Marketing and communications to alumni/donors should be coordinated/approved through Advancement.

Marketing and communications must align with the University's Catholic, Marianist mission and identity, must respect the dignity and privacy of all members of the University community, and must not violate standards of behavior and conduct as outlined in the Policies and Procedures Handbook for employees or the Student Handbook for students. Failure to observe these standards of behavior will result in disciplinary action in accordance with the University's policies and procedures.

REFERENCE DOCUMENTS:

1. University of Dayton Branding Guidelines
2. University of Dayton Social Media Guidelines

POLICY HISTORY:

Approved in original form
April 14, 2016