

INSTITUTIONAL ADVANCEMENT POLICIES AND SERVICES OF INTEREST TO FACULTY

15.1 Institutional Advancement

Institutional Advancement is the external relations division of the University and includes Marketing and Publications, Media Relations & Events, Alumni Services, Advancement Services, and Development (fundraising). For more information on the policies and services of Institutional Advancement, faculty should contact the Office of Institutional Advancement, ext. 2100.

15.2 The University of North Florida Foundation, Inc.

The University of North Florida Foundation, Inc. is a non-profit tax-exempt 501(c) (3) entity established to provide financial support and counsel for the University of North Florida. It is governed by a 50-member board of distinguished alumni, civic, business, and professional leaders. Gifts to the Foundation are exempt from federal income and federal estate taxes.

15.3 Public Information Policy

The Department of Media Relations and Events recognizes that members of its faculty will be contacted by representatives of the news media to serve as resource persons for articles or stories.

- a) The University of North Florida is committed to free, open and responsible communications with its various publics through the news media and other appropriate channels.

As a public, tax-supported institution, the University has a special obligation to consider the impact of its activities, policies, procedures and/or actions upon the public and the agencies and bodies to which it is accountable and must regularly and accurately give accounts of its stewardship.

- b) The President, Vice President for Institutional Advancement, Assistant Vice President of Public Relations and the Vice President for Governmental Affairs shall be the only persons routinely authorized to speak officially for or on behalf of the University.
 - (1) In certain instances, the President may designate other University personnel to serve as spokespersons for specific official matters under their cognizance. In such instances, public information to be disseminated shall be discussed in advance with the Assistant Vice President of Public Relations.
 - (2) Additionally, the President may grant blanket authority to certain University officers to release specific routine information dealing with matters under their cognizance. Examples of such information may include, but are not necessarily limited to, sports information and non-credit continuing education programs.
- c) In all instances, persons providing public information shall promptly notify the Assistant Vice President of Public Relations and shall provide copies of information provided.
- d) Any public information provided shall be consistent with applicable federal and state laws and regulations.
- e) While all members of the University community are free to speak as individuals on any issue or topic of their choosing, each is expected to make clear that he/she is speaking as a

private citizen and not as a representative of the University. University letterhead stationery shall not be used by any person associated with the University when addressing issues or topics as a private citizen nor when expressing personal opinions on matters outside of his or her University cognizance or unrelated to official University concerns.

15.4 Marketing and Publications

Marketing and Publications is responsible for a variety of communication services.

15.4 (1) Publications

- a) Publishes a monthly newsletter "Inside UNF" which is distributed to all faculty and staff on campus and selected members of the Jacksonville community. Individuals seeking to have information included in the publication must have it submitted to the department no later than the 15th of each month.
- b) Publishes the "UNF Journal" three times per year. The primary target audience is alumni although it is also distributed to faculty and staff. The content of the magazine is governed by an editorial board, which meets three times per year to consider story suggestions, which have been submitted by faculty and staff.
- c) Publishes a fact sheet annually. The procedure for updating the fact sheet consists of the department sending out memos to all college deans and vice presidents asking for updated information and suggestions for material to be included in the revised fact sheet. A draft of the revised fact sheet is then provided to all University deans and vice presidents for final approval.

15.4 (2) Graphic Design Services

The department's Graphic Design Services assists individual University units with publication design and a wide variety of graphic needs on a charge-back basis. For additional information, call 620-2189.

15.4 (3) Video Services

The department's Video Services unit assists individual University units with video needs such as taping special events and producing commercials and informational videos on a charge-back basis. For additional information, call 620-2843.

15.4 (4) Web Services

The department's webmaster provides assistance to individual units in the design of web pages while maintaining the UNF home page and first-level web pages. Contact the webmaster at 620-2145.

15.4 (5) Photography Services

The department offers photography services on a freelance basis. For additional information, call 620-2142.

15.4 (6) Marketing Services

The department coordinates the University's Integrated Marketing Team. The department acts as the liaison between the University and the Agency of Record. The department also is responsible for coordinating media purchases with vendors through annual contracts.

15.4 (7) Visual Identity Standards

The department monitors the use of official University logos in print or electronic form according to standards established in Visual Identity Guidelines. Requests for exceptions to these guidelines must be submitted to the Visual Identity Standards Committee.

15.4 (8) Campus Update / Student Update/ UNF Update

There are two electronic newsletters on campus. Campus Update is published Monday through Friday and is sent automatically to all faculty and staff. Student Update is web based and available to all students with Osprey e-mail accounts. UNF Update is sent once each month to friends of the University. For more information, call 620-2188.