Alumni Association
UNIVERSITY *of* NORTH FLORIDA.
Office of Alumni Engagement and Annual Giving
Marketing and Communications Criteria and Privacy Guidelines

Marketing Statement:

All UNF Alumni Chapters and Clubs are required to follow the University of North Florida's Visual Identity Standards and Guidelines. These guidelines can be found on the university's website. This ensures that all groups are aligned with the university's branding standards.

Alumni groups can work with the Office of Alumni Engagement and Annual Giving (AEAG) to have marketing and communication materials revised and approved for distribution. This includes: e-mail content, flyers, T-shirts, banners, and other printed or electronically produced items. The steps for this process are provided below.

Note: UNF branded materials should not be generated or distributed without prior approval from the Office of AEAG.

Communications: e-communications, mailings, and all marketing items

Upon request by the Chapter or Club, the Office of AEAG shall:
- Send e-mail blasts on behalf of all Alumni Chapters and Clubs.
- Include submitted events and activities in Nest Notes, the official newsletter of the UNF Alumni Association. This publication is sent out to all UNF Alumni bi-weekly.
- Share information and posts from the Chapter/Club's Facebook Page and other social media pages.
- Shall send one mass mailing on behalf of each Chapter/Club per year

Submitting e-communication and marketing content to the Office of AEAG:
1) Prepare all event details and material in one e-mail and send it to the Office of AEAG. This includes event: date, time, location, messaging/blurb, parking details, and cost. Any other special event info should also be included.
2) Ensure that you submit event information **at least 30 days** prior to the scheduled event date. Please note that due dates are subject to change as determined by the Office of AEAG's marketing and communications calendar. Outreach guidelines and notes include:
    a. There may already be pre-scheduled e-blasts and Nest Notes dates on hold for other alumni-related events or activities; work with the office to select the best e-blast date
    b. The office may need to generate a specific data request for your event, depending on the alumni population in which your group would like to reach out to.

    c. The office only sends e-mails out to alumni on Tuesdays and Thursdays of each week.

    d. Note that the office does not send out e-mails to alumni on the same day as Nest Notes or other pre-scheduled e-blast dates. An exception to this is if an e-blast is only going to a specific group of alumni, then multiple e-mails can be sent out per day. For example, if an e-mail is scheduled to be sent to Orlando, FL alumni, then it is ok to send an e-mail out to Washington, D.C. alumni on the same day as alumni in varying cities will not receive the same publication.

3) Other marketing pieces, such as flyers, should be sent to the Office of AEAG for approval. The office does not develop flyers for Chapters and Clubs. These should also be submitted **at least 30 days** prior to an event to the Office of AEAG.

4) Creating other marketing materials (i.e. t-shirts or banners): A group can:

    a. Contact the Office of AEAG for assistance; the office will work with the UNF Marketing and Publications department to generate drafts

    b. A group can generate materials on their own (with approved chapter and club logos) and then send all drafts to the Office of AEAG for approval

    c. Marketing pieces are not funded by the Office of AEAG

Chapter and Club E-mail Address and Social Media Pages

- Establishing an E-mail Account: Chapters and Clubs may establish an e-mail account to handle administrative tasks, collect RSVPs for events, and communicate with alumni who have questions about the Chapter or Club. The name of this e-mail account must be approved by the Office of AEAG before being created; the username and password must also be shared with the Office of AEAG as well as all Club/Chapter executive committee members.

- Sending E-mails: Chapters and Clubs may send e-mails to alumni that are a part of the group or who are interested in becoming more involved with the group. However, the Chapter/Club may not send mass e-mails to a list of alumni without 1) communicating to the Office of AEAG that an e-mail is scheduled to go out, and 2) sending a draft of the e-mail to the Office of AEAG. This ensures that mass e-mails are not going to alumni on the same day (from the office or from a group) and that the content of the e-mail is approved by marketing and communication standards.

- Social Media Pages and Usage: The Office of AEAG will generate and provide each Chapter and Club with Social Media Pages i.e. a Facebook page with a link to it on the Alumni website. The President and Membership and Outreach Chair should manage social media pages. Chapters and Clubs are encouraged to post on the page throughout the week with upcoming events, activities, and university and alumni news. Each group should feel free to share posts made by the official UNF Alumni Facebook page as well.

Data Sharing and Privacy Guidelines:

The Office of Alumni Engagement and Annual Giving will be the primary point of contact to all UNF Alumni. The university collects, records, and manages alumni data and contact information. Data management processes and data integrity are top priorities of the Office of AEAG. Therefore, shadow databases should not be utilized by any alumni group.
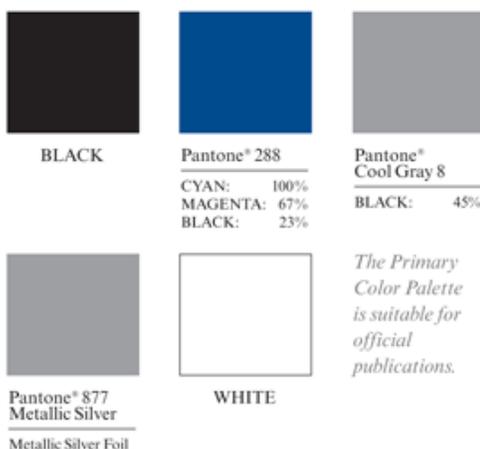
If a Chapter or Club collects alumni contact information at events or meetings it shall:

1. Notify the alumni that contact information is being collected for alumni-related purposes only by the Chapter/Club leadership team and the Office of AEAG.
2. Notify the alumni that contact information is to be shared with the Office of AEAG twice per year; once in January and once in July. The President of the Chapter/Club is required to submit the information to the Office of AEAG.
3. Keep all alumni contact information confidential

University of North Florida Colors

The official school colors are blue and gray. Because both are dark and muted, a primary color palette has been created to allow more flexibility without abandoning the traditional colors.

Primary Color Palette

BLACK	Pantone® 288	Pantone® Cool Gray 8
	CYAN: 100% MAGENTA: 67% BLACK: 23%	BLACK: 45%

Pantone® 877 Metallic Silver	WHITE	*The Primary Color Palette is suitable for official publications.*
Metallic Silver Foil		

Note: All Marketing, Publication, and Outreaching criteria are subject to change by the Office of Alumni Engagement and Annual Giving.