

6.b Communications Policy

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| Responsible Office | Marketing Department | | |
| Effective | November 1, 2011 | | |
| Revised | October 14, 2020 | | |
| Last Reviewed | November 15, 2023 | | |
| Compliance | | | |
| Classification | <input checked="" type="checkbox"/> Institutional | <input type="checkbox"/> Board of Directors | <input type="checkbox"/> Local unit(s): |
| Approving Body | <input checked="" type="checkbox"/> President's Council | <input type="checkbox"/> Board of Directors | <input type="checkbox"/> Unit VP |

Policy

Internal and external communications at Heritage University should provide consistent and accurate information and messaging. The Marketing Office is responsible for the process and development of the University's key messages to assure that all communications produced by Heritage and its departments are consistent with the University's mission and communications/marketing plans.

The Communications Office is responsible for the process and the development of the institution's overall marketing and communications planning, which includes, but is not limited to, messaging, graphics, editorials, media, licensing (i.e. copywriting, royalties, trademarks), web site(s), social media, promotion, signage, video, traditional and convergent media standards and guidelines. Requests for assistance, approval and exceptions must be submitted for consideration to the Marketing Office, communications officer, or designee(s).

In order to present a consistent and high-quality standard of writing and presentation that appropriately reflects Heritage's standard of excellence, the Communications Office developed institutional brand guidelines. Official university communications designed to promote Heritage, its departments, and its programs; materials providing information about or accountability for Heritage and its activities; and major internal documents should comply with the standards set forth in the Brand Guide.

A marketing advisory committee may be called, ad hoc, to ensure that the standards, guidelines and practices reflect university-wide input.

Related Documents

[Heritage University Brand Guide](#)