GUIDELINES FOR ANNOUNCEMENTS AND EVENTS

CAMPUS ANNOUNCEMENTS

Campus announcements for the university community are distributed via email to faculty, staff and students.

Announcements will be emailed twice per week, on Monday and Wednesday, and must be submitted by 8 a.m. on the delivery date. If an announcement is not received by 8 a.m. on the day of delivery, it will be included in the announcement email on the following delivery date.

Purpose

The purpose of general campus announcements is to provide the campus community with a reliable and timely way to receive information about university programs and events, activities, scholarships, lectures and workshops.

Criteria

All announcements contributed by members of the campus community will be reviewed by the Office of Public Relations (OPR) in advance of posting to ensure that the content of each announcement meets the following criteria.

1. Content must
    - Be limited to 100 words or less
    - Qualify as university-related information/business, which means that an event mentioned in the notice must be sponsored by a university office, program, or officially recognized student, staff, or faculty organization (i.e., while an event sponsored by a local charity is clearly valuable, the university is not permitted to use its resources to promote that event unless it is co-sponsored by a university program)
    - Have relevance to a broad base of faculty, staff, or students
    - Contain the contributor's name, department, phone number and e-mail address
    - Include web addresses/links when possible to reduce the amount of text in the message

2. Content cannot contain:
    - Public debate or personal opinion
    - Political statements, endorsements, or fund-raising
    - Personal items for purchase/rent or sought for purchase/rent
    - Advertisements, announcements, or promotions for outside organizations or non-university-related events or concerns
    - Microsoft Word documents and other attachments

Process

1. To submit an announcement, email the text to <publicrelations@nccu.edu>. Please do not send Microsoft Word documents, PowerPoint files, Publisher files or other attachments (exceptions will be made for applications and forms). Please do not include special formatting or enclosures.

2. Announcements sent to the director of public relations,other OPR staff members, or announcements@nccu.edu are NOT guaranteed to be included in the mass email. Announcements must be emailed to <publicrelations@nccu.edu>.

3. Announcements will be emailed on Monday and Wednesday and must be submitted by 8 a.m. on the delivery date. If an announcement is not received by 8 a.m. on the delivery date, it will be included in the announcement email on the following delivery date.

4. Events will be added into the University Calendar and will appear on the Intranet Calendar the day the event is taking place.

5. OPR will not alter content without the contributor's consent except for grammar and punctuation errors. When questions of clarity, accuracy, or appropriateness of the message arise, OPR staff will contact the contributor for clarification.

6. Contributors may submit the same notice only once each week, with a maximum of two weeks, and they must resubmit the notice each time it is requested to be emailed.

SINGULAR CAMPUS-WIDE EMAILS

1. OPR can send a campus-wide e-mail if the notice is deemed critical university business of an urgent nature. Examples of critical university business include: campus safety issues, or memos from the chancellor, provost, or a vice chancellor. In addition to OPR, a limited number of offices, such as IT, Human Resources, Staff Senate and the Department of Athletics have the ability to send e-mail notices campus-wide.

2. To have a notice sent campus wide, call the OPR at 530-6295.

UNIVERSITY CALENDAR

Calendar events follow the same guidelines as Campus Announcements. Please see above.

If your department/office would like their events posted on their website/web page, you must send an e-mail to <publicrelations@nccu.edu> requesting a calendar category. Once we have created your category, please submit an ITS helpdesk ticket requesting your category events feed onto your website/web page. When submitting events to <publicrelations@nccu.edu>, please specify the category in your email to assure they will appear on your website/web page.

If your department/office event is open to the public and you would like it to appear on the homepage of NCCU's website, please specify so in your email.

INTRANET SLIDESHOW

If you would like a graphic placed on the Intranet Slideshow to advertise an event, or an announcement that has relevance to a broad base of faculty, staff, or students, you must meet the criteria below.

Criteria

1. Content must
   - Be submitted at least two and a half weeks prior to event taking place
   - Include pertinent details (event name, date, time, location)
   - Include a link to an announcement, calendar event, email address, form or document that includes additional information (must be at least one page of content); External websites can be linked only if it is needed for registration or to purchase tickets; No fliers
   - Contain the contributor's name, department, phone number and e-mail address

Requests must be sent to <publicrelations@nccu.edu> and will be posted within two business days. Due to space, graphics will be displayed for no longer than one month and select departments/offices have high priority. Those departments/offices include Registrar, Scholarship and Student Aid, and Residential Life.

PRINTED KIOSK CALENDAR

Calendar events follow the same guidelines as Campus Announcements. Please see above.

If you would like your event listed on the monthly printed kiosk calendar, located in five prominent places on campus, your event must be submitted by the 14th of each month.