

**SUBJECT:** Operating Policy for Marketing & External Relations

**DATE OF LAST REVIEW:** March 2025

**PURPOSE:** This Operating Policy/Procedure (OP) defines the responsibilities of the Marketing & External Relations office, including department responsibilities, policies, and procedures relating to marketing and communications. It outlines policies for marketing, communications, public relations, alumni, and stewardship to ensure consistent engagement and recognition.

**REVIEW:** This OP will be reviewed by the Director of Marketing and External Relations when there is a change to university and college requirements.

**POLICY/PROCEDURE:** The College of Health & Human Sciences (CHHS) Marketing & External Relations Office provides assistance and guidance for all internal and external communications, digital media, branding, and print needs for the College of Health & Human Sciences to support strategic priorities set by the university and dean. The Marketing & External Relations office works closely with the Texas Tech Office of Marketing and Communications to coordinate news releases and event advisories and assist representatives of print, story leads, and online media in locating sources of information in the college. The office will also work closely with Texas Tech Advancement to ensure all alumni, donors, and external partners are properly stewarded, proper procedures are communicated to departments, and potential donors are shared across teams when applicable.

The CHHS Marketing & External Relations Office manages the college and university brand by adhering to the Texas Tech Visual Identity Guidelines. These guidelines govern visual elements, logo use, writing guidelines, website, print collateral, and presentation strategies. Within these guidelines, the office produces digital and print media products and provides multi-media design assistance and consultation to the college's offices, departments, programs, institutes, research clusters, and centers. Department chairpersons will be notified of all marketing initiatives requested by faculty or staff. Student organizations will be advised as requested on marketing and communication initiatives.



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### **1. General responsibilities**

The Director of Marketing and External Relations oversees all print and electronic marketing and external communications for the college, including the college website, print/digital material, written stories/news-releases/event advisories, social media content, and photography/videography. The Marketing & External Relations office assists and advises the college, support units under the dean's office umbrella, departments, programs, institutes, and centers with marketing, communications, digital media, social media, alumni engagement, donor stewardship, and other related needs as directed by the dean and in line with current institutional advancement and/or the central marketing & communications guidelines.

### **2. Social Media Accounts**

The CHHS Marketing & External Relations Office manages the official social media accounts of the college. All CHHS offices, departments, programs, institutes, and centers should notify the Director of Marketing & External Relations Office of existing and new social media accounts and those of their respective student organizations as well as the contact information of the manager(s) of each account. The Marketing & External Relations Office is available to advise all CHHS offices, departments, centers, and institutes on social media strategy and best practices.

### **3. Websites, Electronic Presentations, and HTML Communications**

All CHHS websites, electronic presentations, and digital communications will adhere to Texas Tech Visual Identity Guidelines and templates. All CHHS offices, departments, programs, institutes, and centers will provide updated information to the Director of Marketing and External Relations in a timely manner to ensure quality content on all websites.

### **4. Printed material**

The Marketing and External Relations office is available to assist with the development of print materials for CHHS offices, departments, programs, institutes, research clusters, and centers. The CHHS Marketing and Communications Office will gain brand approval for all printed materials from the Texas Tech Office of Communications and Marketing.

### **5. News gathering and dissemination**

The Marketing and External Relations office will gather and record news and information from all CHHS offices, departments, programs, institutes,



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research clusters, and centers to publish in monthly college and TTU publications, Internal Insights, E-Viewpoints, social media posts, other newsletters, and to the Texas Tech Office of Communications and Marketing.

### **6. Press releases, event advisories, and media advisories**

News items worthy of a press release or media advisory should be presented to the Marketing & External Relations office. Media advisories for all public-facing college and department events that require media exposure will be sent to the Texas Tech Office of Marketing and Communications **two weeks** prior to the event, per university guidelines. The Marketing & External Relations office will act as a liaison between CHHS and the Texas Tech Office of Communications and Marketing. The central Office of Marketing and Communications retains the right of refusal for creation and distribution of any press release.

### **7. Logos**

All CHHS offices, departments, programs, institutes, and centers will use the official three-line Double T signature logos created and provided by the Texas Tech Office of Communications and Marketing. All materials ordered will use the three-line logo system including the university, college and department, program, center, or institute name. Simplified versions can be made available for embroidery or other needs. No other logos may be created or used in any media at any time. If there is a need for additional logos, or if the imprint area on a promotional product does not allow room for the use of the official logos, please contact the Director of Marketing and External Relations.

### **8. Photography and Video**

The CHHS Marketing and Communications office is available to take photographs and video for use in media for the below needs; when there is availability and advanced notice.

- Event recap/highlight photos and/or videos
- Testimonials
- Recruitment videos
- Retention photos or videos
- Assets for paid advertising
  - Note: ensure photo releases are kept on file.
- Building or campus tour photo and video
- Alumni and/or development photo or video needs



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All photography or videography requests should be submitted at least **2 weeks prior** to requested date. Please schedule a time with the Media Relations Specialist of the CHHS Marketing & External Relations office.

### 10. Scripts

The CHHS Marketing and Communications office is available to assist or review script/speech writing for celebratory or formal presentations. Assistance with script writing can be requested by contacting the Director of Marketing and External Relations.

### 11. News media

Staff and faculty must contact the CHHS Marketing & External Relations Office as a first step in planning all news coverage requests, special events, or other functions where media coverage is desired. The Marketing & External Relations office will coordinate with the Texas Tech Office of Marketing and Communications. The central Texas Tech Office of Marketing and Communications is responsible for final approvals, edits, and disseminating all news. Any questions regarding media contacts or coverage should be directed to the Director of Marketing and External Relations or the Assistant Vice President of Marketing & Communications. Written communications with media must receive proper approvals and conform to the Associated Press (AP) style as outlined by the Texas Tech [visual identity guidelines](#).

### 12. Responding to media inquiries

Faculty and staff who respond to media inquiries are encouraged to send, via email or phone call, a brief summary of the media request or news to the Marketing & External Relations Office so that a record of media mentions of CHHS can be recorded. The Director of Marketing & External Relations will ensure that the Assistant Vice President of Marketing & Communications is looped in to assist and review all media requests.

### 13. Advertising and Promotional Items

The Office of Marketing & External Relations is available to assist with or review advertising and promotional products to ensure they follow college and university brand guidelines. All units/departments are responsible for maintaining and purchasing their own inventory of swag prior to events. When size and format allow, all items should include:

1. Texas Tech™
2. College of Health & Human Sciences



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### 3. The department/center/unit name

The Director of Marketing & External Relations or 1-2 backup staff members will serve as the college-level approver for all purchases with Texas Tech, college, department, support units, and center artwork through the **Techbuy** approval system. The central marketing & communications team will maintain final and second-level approval on Purchase Orders (POs) with artwork included.

### EVENT MARKETING SUPPORT

The CHHS Marketing & External Relations office will collaborate with support units or departments as needed with advanced notice. Department staff or faculty lead should submit all event pertinent information (date, time, location, target audience), budget (if applicable), invite lists/groups, potential sponsorship plans, and a brief event outline to the Marketing & External Relations office for event promotion requests as soon as possible. The team is available upon request to assist with external event invitations and/or program design, external email/digital invitations and reminders, internal event material templates for department use, and any other deliverables as agreed upon for events. All event promotion support requests should be submitted a minimum of **2 weeks** in advance.

- Event photography and videography can be requested by submitting the photo/video request form:  
<https://form.asana.com/?k=TwPDhcBLpp0m7pomh3Q5iw&d=835745504555507>

#### Internal event communications and materials:

- The Marketing & External Relations office staff members are available to provide branded **templates** for departments to utilize for their event promotion upon request.
- Departments will be asked to **send their own** internal event invitations, flyers, and other communications/materials when events are **internal** to the department (faculty, staff, and students).
- All units/departments are responsible for **maintaining and purchasing their own** inventory of event swag prior to event date.
- Please submit a meeting request for any **consulting** requests on best practices, idea generation, and questions surrounding event funding, sponsorships, and TTU branding guidelines.



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### External event communications and materials:

- The Marketing & External Relations office staff members can **fully design OR** provide branded templates for departments to utilize for their **external** event promotion upon request.
  - The Marketing & External Relations office staff members can design invitations, flyers, and other communications/materials when events are external to the department (alumni, donors, community members). This also includes digital email invitations upon request.
- All units/departments are responsible for **maintaining and purchasing their own** inventory of event swag prior to event date.
- If preferred, departments may also send or create their own external event materials/ invitations—if properly branded—for review to be approved by the Director of Marketing & External Relations
- Please submit a meeting request for any consulting requests on best practices, idea generation, and questions surrounding event funding, sponsorships, and TTU branding guidelines.

### EXTERNAL RELATIONS

#### Stewardship

Donors will be appropriately stewarded each month from the College of Health & Human Sciences and, if applicable, as a major gift by the TTU Office of Advancement. Stewardship levels will be determined by criteria set forth by the Assistant Director of External Relations and approved by the dean.

The Marketing & External Relations Office will maintain a supply of CHHS stewardship items to be used for development and external relations purposes. It is the responsibility/discretion of each department to maintain a stock of branded items that can be used for conventions, recruitment purposes, etc. Student Services is to maintain its own stock of branded items for recruitment purposes.

The Marketing and External Relations office will assist departments in sourcing items and maintaining proper college branding guidelines.



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### Acknowledgments and Recognition

#### Illness

Illness of alumni/donors/friends or their close family members should be reported to the Dean's Office. Upon receipt of the information, the Assistant Director of External Relations will send an email notification to the HS Executive Team and will generate one or both of the following:

- A card to be sent to the individual and/or family from the CHHS with the appropriate signature.
- For alumni, donors, or friends, a gift (flowers, plant, etc.) will be ordered costing up to \$99 from the college. Floral arrangements will include typed note from Dean on behalf of CHHS (typically provided by floral vendor).

#### Deaths

Death of a staff, faculty, immediate family member, alumnus, or donor should be reported to the Dean's Office or to the Dean or an Associate Dean as soon as possible. The Assistant Director of External Relations will email the HS Executive Team and HS Development Officers. The obituary will be reviewed for memorial preference.

One or more of the below practices may be followed. This will be determined on a case-by-case basis by the dean/development and external relations staff.

- A handwritten card to be sent to the family from the dean on behalf of CHHS.
- A gift (flowers, plant, food, etc.) including a typed note (typically provided by vendor) from the dean on behalf of CHHS. Value of the gift is not to exceed \$99 for current faculty and staff per [TTU OP 69.02](#).

Information will be provided to Institutional Advancement regarding death of alumni, current or retired faculty and staff, and donors so that university records can be updated.

The death of a current student will be handled on a case-by-case basis, with the Assistant and/or Associate Deans communicating the appropriate action. In most cases, the Assistant and/or Associate Dean will send a letter to the deceased student's family and will include a signature by the



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Dean. Notification will be sent to the college development officers as informational.

### Major Career and Life Milestones

Any personal or professional milestones in the lives of faculty, staff, alumni, and donors' lives should be reported to the Assistant Director of External Relations. Examples of milestones include but are not limited to major career awards outside of the university, promotions, weddings, the arrival of a baby, etc. Celebratory acknowledgments will be decided upon on a case-by-case basis.

[TTU OP 68.01](#)

[TTU OP 52.07](#)

[TTU OP 02.01](#)

