

University Marketing and Communications Employee Training



Getting Started

- This training is designed to help ensure that employees who engage in marketing, web communications, and in the public release of institutional information know and comply with standards developed and enforced by the Office of University Marketing and Communications (UMC).
- This training is open to all employees and required for the above-mentioned employees to ensure that the institution, and all individuals acting on its behalf, exhibit integrity and responsibility in student advertising and recruitment.

Areas of Focus

- This training focuses on four main areas:
 - [Office of University Marketing and Communications](#)
 - [Marketing](#)
 - [News and Internal Communications](#)
 - [Web Communications](#)

University Marketing and Communications

- UMC serves as the centralized office that develops, implements, and enforces all university marketing and communication policies and procedures.
 - The office receives direct oversight from the Deputy President in the Office of the President
- UMC also provides marketing and communications services for the entire university
 - A complete list of services and an online service request form can be found on the UMC website (utrgv.edu/umc)

University Marketing and Communications

- UMC consist of three departments
 - Marketing and Creative Services
 - News and Internal Communications
 - Public Relations
- All three departments work collaboratively to provide services and formulate policies and procedures that accurately and efficiently promote UTRGV to our external and internal audiences.

University Marketing and Communications

- Contact information
 - Patrick Gonzales, Associate Vice President for University Communications and Marketing/University Spokesman, patrick.gonzales@utrgv.edu, 806-441-8078
 - Office email: umc@utrgv.edu
 - Office website: utrgv.edu/umc

Marketing

- Institutional policies and procedures
 - University Marketing and Creative Services (UMCS) is the primary marketing office for UTRGV. All externally facing marketing materials (including print, digital and broadcast) must be created by this office or, reviewed and approved by the Director of Creative Services and Brand Management or by their designee.
 - Materials not created by UMCS must be reviewed for accuracy and adherence to brand standards and approved by the Director of Creative Services and Brand Management or their designee before being put into circulation.
 - Any corrections required due to violation of brand standards, misrepresentation of the university or factual errors must be corrected before any materials may be formally produced and distributed.

Marketing

- Institutional policies and procedures
 - All recruitment marketing materials must be approved by the Director of Creative Services and Brand Management or by another UMC representative to whom the director has given authorization, in collaboration with the Division of Strategic Enrollment, before the materials are disseminated.
 - All print and digital advertising purchases must be approved by UMC.
 - The trademarked logos of the university may not be distributed for use by any other entity without the express permission of UMC and or the university attorney. Approvals will be granted with a “use clause” outlining the specific terms of use.

Marketing

- Institutional policies and procedures
 - All marketing materials must adhere to graphic identity, editorial, and social media guidelines, which can be accessed on the UMC [website](#).
 - All print and digital advertising purchases must be approved by UMC.
 - The trademarked logos of the university may not be distributed for use by any other entity without the express permission of UMC and or the university attorney. Approvals will be granted with a “use clause” outlining the specific terms of use.

Marketing

- Resources
 - Graphic identity guidelines can be accessed [here](#)
 - Editorial guidelines can be accessed [here](#)
 - For questions, concerns, or to submit an item for approval, email 1201review@utrgv.edu or call 956-665-2741.
 - For more information contact Dr. Kimberly Selber, Director of Creative Services and Brand Management, kimberly.selber@utrgv.edu, 956-665-8919.

News and Internal Communications

- Institutional policies and procedures
 - Media Relations
 - The primary university spokesperson is Patrick Gonzales, associate vice president for University Marketing and Communications. He can be reached at (956) 665-2741 (office) or (806) 441-8078 (cell). In his absence, another member of the University Marketing and Communications team will be appointed.
 - The university spokesperson will provide broad, general information in responses to University inquiries. However, for matters that require more detailed information, administrators and faculty will be given authorization to respond accordingly.

News and Internal Communications

- Media Relations
 - University Marketing and Communications is the primary and official liaison to all media requests.
 - No faculty nor staff member may make official statements on behalf of the university without consultation with, and express authorization from, University Marketing and Communications.

News and Internal Communications

- Media Relations
 - Authorization to speak on behalf of the university may only be given by a representative of University Marketing and Communications. In addition, all inquiries seeking an official university response or a statement on behalf of the university should be directed to University Marketing and Communications. Requests can be sent to:
 - Patrick Gonzales
Associate Vice President for Marketing and Communications
patrick.gonzales@utrgv.edu
Office: (956) 665-2741
Cell: (806) 441-8078 (cell)
 - Marci Caltabiano-Ponce
Director of News and Internal Communications
marci.caltabiano@utrgv.edu
Office: (956) 665-2742
Cell: (956) 227-1273

News and Internal Communications

- Press Releases
 - All university press releases are distributed by University Marketing and Communications, unless special authorization is granted.
 - Press releases written by other members of the university must be reviewed, approved and distributed by University Marketing and Communications. Requests can be sent to:
 - Marci Caltabiano-Ponce
Director of News and Internal Communications
marci.caltabiano@utrgv.edu
Office: (956) 665-2742
Cell: (956) 227-1273
 - All university press releases are reviewed by relevant personnel to ensure that the news releases are accurate and consistent.

News and Internal Communications

- Resources
 - Editorial guidelines can be accessed [here](#)
 - Publicity release form can be accessed [here](#)
 - Graphic identity guidelines can be accessed [here](#)
 - For questions, concerns, or to submit an item for approval, email umc@utrgv.edu or call 956-665-2741.
 - For more information contact Marci Caltabiano-Ponce, Director of News and Internal Communications, marci.caltabiano@utrgv.edu, 956-665-2742.

Web Communications

- Institutional policy and procedures
 - Websites
 - The Web Communications team, led by the Web Communications Manager, is responsible for assuring that all UTRGV webpages comply with university editorial and graphic standards
 - All university websites and the employees who maintain them must register with the Web Communications team to ensure that the sites are properly and routinely assessed. You may register by emailing Web Communication manager Norma Rodriguez at norma.rodriquez@utrgv.edu.

Web Communications

- Websites
 - The Web Communications Manager can edit or remove any content posted on departmental websites that is misspelled, inaccurate, contains sensitive student information, or violates university policy.
 - Each website owner must develop and follow a maintenance schedule to periodically update sites and check links. Web pages must have current accurate information, be grammatically correct and free of spelling errors. Web pages should be maintained in a timely manner.
 - The Web Communications team is responsible for maintaining the UTRGV homepage, so any requests or corrections to that site must be emailed to norma.rodriquez@utrgv.edu

Web Communications

- Social Media
 - Alex Garrido, social media and digital marketing manager, and his team are responsible for assuring that all UTRGV social media platforms comply with university editorial and graphic standards
 - Social Media pages bearing UTRGV's name may not be created without the approval of the university Social Media Manager. All departmental social media accounts are considered property of the university.
 - When creating a social media page bearing UTRGV's name, the university Social Media Manager must be provided all necessary passwords and editing credentials.

Web Communications

- Social Media
 - The Social Media Manager, in coordination with the Director of Public Relations, is responsible to ensure that UTRGV social media pages are within the bounds of UTRGV editorial and visual standards.
 - Departments who decide to engage in social media should be mindful of The Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act (HIPAA). Departments should not post any personal identifiable student record information (such as GPA, social security number, admission status, test scores, financial aid, SID, etc.).
 - The university Social Media Manager can edit or remove any departmental content posted in social media sites that is misspelled, inaccurate, contains sensitive student information, or violates university policy.

Web Communications

- Resources
 - More social media guidelines, tips, and advice can be accessed [here](#)
 - The university's social media directory can be accessed [here](#)
 - Graphic identity guidelines can be accessed [here](#)
 - Editorial guidelines can be accessed [here](#)

Assessment

- Resources
 - For questions or concerns regarding Web Communications, contact Web Communications manager Norma Rodriguez, norma.rodriquez@utrgv.edu, 956-882-3840.
 - For questions or concerns regarding Social Media, contact Social Media and Digital Marketing Manager Alex Garrido, socialmedia@utrgv.edu, 956-665-7311.