

Texas Wesleyan University
Marketing and Communications
Advertising Approval Process & Media Protocol
As of April 8, 2009

The following procedures have been enacted to ensure that all marketing communications for Texas Wesleyan University promote the proper positioning and profile of the institution; meet standards for quality, accuracy, and regulatory requirements; and, create a strong, consistent brand image.

Marketing communications involve messaging to the public, current and prospective students, alumni, donors, trustees, faculty, staff, and other university constituents.

Marketing communications includes:

- Printed and electronic advertising (brochures, mailings, ads, online content, billboards, radio spots, and other projects of a promotional nature)
- Printed and electronic messaging (*The Flame* weekly news e-letter, broadcast e-mails, news releases, and other projects of an informational nature)
- Publications (*Wesleyan* magazine, *The President's Review*, *Wesleyan Graduate Review*, etc.)
- Wording and visuals used to describe the University in live presentations and when addressing the media
- Any use of the Texas Wesleyan logo and any mention of policies mandated by outside parties (federal student aid, accreditation compliance, vendors, etc.).

Approval Process Defined

The Marketing and Communications department is currently referred to as the Office of Communications. To align with the department's existing page on the University's website, all language following will refer to Marketing and Communications as the Office of Communications.

The Office understands that some marketing communications is produced outside of the department. However, to provide consistency throughout all of the University's efforts, all such projects must be approved by the Office of Communications prior to release to the intended audience.

For projects produced in the Office of Communications:

1. Requestor contacts the Asst. Vice President of Marketing (AVP) and Communications or Director of Communications to arrange a meeting if desired.
2. At or prior to the meeting, a Job Request Form is completed.

3. If no meeting is required (routine job, revision, etc.), a requestor may start the process by completing a Job Request Form, available at www.txwes.edu/communications. A follow-up meeting may or may not be necessary.
4. AVP ensures the job aligns with overall marketing direction prior to submitting job to staff for production.
5. Job is reviewed by the Director and AVP prior to review by the requestor.
6. If major revisions are requested, job begins again at Step 4. If minor revisions are requested, job is updated.
7. Job is resubmitted to requestor for final review.
8. Job is reviewed by all other appropriate departments (Example: Deans of Schools if degree plans or other detailed information is included; Associate Provost if a mention of accreditation is included; etc.).
9. Once all approvals are obtained, job is ready for printing or media placement.
10. Office of Communications reviews sample with outside vendor (printer, etc.) prior to release.

A [flowchart](#) of this process is provided separately.

For projects produced by The School of Law:

Any project that refers to accreditation or that does not conform to current logo standards must be reviewed in advance by the AVP. The AVP will include the appropriate departments (Associate Provost for accreditation, for example) in the review process.

For projects produced by other departments within Texas Wesleyan University:

All projects must be routed by the Office of Communications prior to release. Scheduling must allow for any necessary revisions. This will ensure that the style and graphics standards of the project are aligned with our overall marketing direction.

This approval process does not apply to general news and information, such as news releases for sports, and general operational messaging such as IT updates and other timely and/or critical campus information. It does apply to more long-lasting statements, such as the graphics or style of websites and permanent signage.

Media Protocol

Other than the Athletics Department and the Office of Sports Information, all media inquiries should be directed to:

Chuck Burton
Asst. Vice President of Marketing and Communications
Texas Wesleyan University
1201 Wesleyan
Fort Worth, Texas 76105-1536
817-531-7591
cburton@txwes.edu

Inquiries regarding The School of Law should be directed to:

Dan Brothers
Director of Marketing and Communications
Texas Wesleyan University School of Law
1515 Commerce Street
Fort Worth, Texas 76102
817-212-4064
Cell: 817-243-8296
dbrothers@law.txwes.edu