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Memo To: All UH-Downtown/PS Holders
From: Juan Sánchez Muñoz, President
Subject: Advertising

UH-Downtown/PS09.B.05
Issue No. 2
Effective date: 08/02/19
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1. PURPOSE

This PS states the university policy and procedures about advertising on behalf of the university.

2. DEFINITIONS

There are no definitions associated with this policy.

3. POLICY

The office of university relations is officially designated as the university liaison for planning, coordinating, and executing a program of advertising.

4. PROCEDURES

- 4.1 Regardless of medium, advertising for student recruitment, the university or its programs is developed and placed by the office of university relations with the endorsement of the relevant academic or administrative unit. This includes digital advertising including but not limited to Google, Facebook, and Linked In. This excludes employment advertising.
- 4.2 Employment advertising for vacant staff positions is placed by the Office of Human Resources (HR). External advertising for vacant faculty positions is placed by the hiring department. Departments are responsible for developing the faculty external ad and applicable artwork using the [External Job Posting Template](#) and following UHD's official graphic standards, as outlined [here](#). In addition, departments are responsible for submitting the faculty ad to the external posting site and processing associated invoices. All other advertising is placed by the office of university relations.
- 4.3 Audiovisual productions and videos that are to be shown off campus--other than those used for instructional purposes--are reviewed by the office of university relations before commitment for the showing is made.
- 4.4 Promotional materials that are to be distributed off campus are developed by, or reviewed by, the office of university relations prior to publication. Following receipt of a request for marketing materials, the office of university relations will

develop and deliver a marketing plan and timeline with proposed deliverables and responsibilities for all parties.

- 4.5 Use of the university's marks in advertising or promotions with other entities must be reviewed to assure that there is no implication of product endorsement.

5. REVIEW PROCESS

Responsible Party (Reviewer): Executive Director of University Relations

Review: Every three years on or before May 1.

Signed original on file in the Office of Human Resources.

6. POLICY HISTORY

Issue No. 1: 07/09/15

7. REFERENCES

There are no references associated with this policy.