

COLLEGE COMMUNICATIONS POLICY

Internal Communications

Internal communications tools are integral to effectively conveying necessary information that supports and advances the mission of the Gerald D. Hines College of Architecture and Design. The Hines College has reviewed communications practices utilized by colleges throughout the University of Houston to prepare the following guidelines for its Internal Communications Policy.

Faculty @ Staff Email Listserv

- The purpose of this listserv is to communicate administrative information to faculty and staff relevant to the college's mission and business.
 - Appropriate college-related topics include:
 - Operations
 - Instruction
 - News
 - Grants and research funding
 - Scholarly competitions
 - Professional development
 - College and industry events
 - University-wide information and initiatives
 - Emergency information
 - Inappropriate topics include:
 - Anything unrelated to the college's mission and the role of faculty and staff at the college
 - Solicitations other than university-sponsored fundraising initiatives
 - Personal messages
 - Messages violating university policies
- Designated "owners" of the listserv include the college's Dean, Associate Dean, Assistant Dean, and Executive Director of Communications. Only list owners can send emails to the listserv. All requests to communicate information via the listserv should be sent to a list owner for approval and circulation.
- At the start of the fall and spring terms, the list of recipients is updated with current faculty, emeritus faculty, and current staff.

Student Email Listserv

- The purpose of this listserv is to communicate administrative information relevant the educational experience of the college's students.
 - Appropriate college-related topics include:
 - Operations
 - Enrollment
 - Advising
 - Career Development
 - Instruction
 - News
 - Scholarships
 - Scholarly competitions
 - Student organizations
 - College and industry events
 - University-wide information and initiatives
 - Emergency information
 - Inappropriate topics include:
 - Anything unrelated to student's educational experience
 - Solicitations other than university-sponsored fundraising initiatives
 - Personal messages
 - Messages violating university policies
- Designated "owners" of the listserv include the college's Dean, Associate Dean, Assistant Dean, Executive Director of Communications, and academic advisors. Only list owners can send emails to the listserv. All requests to communicate information via the listserv should be sent to a list owner for approval and circulation.
- Personal and protected student information should never be included as part of communications via the listserv.

At the start of the fall, spring, and summer terms, the list of recipients is updated with current students.

External Communications

External communications are a reflection of the Gerald D. Hines College of Architecture and Design to our alumni, donors, prospective students, community stakeholders, and industry partners. In conjunction with University communications policies and procedures, the Hines College has prepared the following guidelines as its External Communications Policy.

Branding

All collateral used to promote the College's programs, centers, events, and initiatives must adhere to and be designed according to [University of Houston Branding Guidelines](#) in order to ensure consistency and recognition of the University and College brands.

- Any Hines College program representing itself to be a part of or belonging to the College or University must adhere to the official [University Logo Usage Guidelines](#). Marketing activities and advertising materials must contain a university-approved logo in the university-approved format. University-approved logos can only be created by the University Marketing, Communications, and Media Relations Division. The creation of logos related to Hines College programming must be submitted to the College's Executive Director of Communications for approval at the College and University levels.
- Programming within the College cannot represent itself as a standalone entity, and therefore, must carry the College brand.
- Given the College's lengthy name, acronyms and abbreviations are commonly used to represent the College through internal and external communications. To ensure clarity and consistency, as well as reinforce the College's identity as part of the University of Houston, the following should be observed:
 - The acronym "UHCOAD" should be used when abbreviating the College's name for external communications. While it is preferred that "UHCOAD" be used for internal communications as well, "CoAD" or "COAD" is also acceptable.
 - When abbreviating the College's name with a body of text, "UH Hines College," "Hines College," or "UH College of Architecture and Design" should be used as appropriate.
- The Hines College Marketing and Communications team is very resourceful when it comes to working within University brand guidelines. The team is available to offer assistance as you navigate branding in your work.
- The Hines College Marketing and Communications team cannot promote collateral related to College programming that does not follow the [University Brand Guidelines](#).
- Any collateral requiring UH Branding approval should first be submitted to the College's Executive Director of Communications for review before submission to UH Branding.
- Per University finance policies, UH Branding approval must be obtained before the purchase of branded collateral. The approval documentation must be provided with the invoice upon payment processing.

- The College's Executive Director of Communications must review all external communications and collateral representing the College before anything is published or circulated. Submissions for approval should be made within writing five business days prior to the proposed publishing date.

News Media

The Hines College Marketing and Communications team works regularly with the Office of University Media Relations to pitch newsworthy stories and promote the College. University Media Relations has access to numerous news media contacts and works with the College to coordinate publicity or visibility for programs, events, or newsworthy issues.

- If the Office of University Media Relations promotes a College news story, all parties involved will work closely with the College's Executive Director of Communications and UH Media Relations Specialist throughout the process. This includes everything from the development of the original story to answering news media requests upon the release of a story.
- It is the responsibility of the Office of University Media Relations to initiate and/or respond to news media requests and to manage those interactions. When an employee or department is contacted by the news media, he/she is strongly encouraged to notify University Media Relations immediately, before providing any information or responding to questions. The College's Executive Director of Communications can help connect you to the appropriate person in University Media Relations.
- The Office of University Media Relations reaches out to the Hines College often to connect faculty with news media wanting to interview experts in the field. The majority of these requests are time-sensitive. When the College's Executive Director of Communications or UH Media Relations Specialist reaches out to you with a request, please respond as soon as possible.
- If a faculty or staff member is featured by a news media outlet, he/she should inform the College's Executive Director of Communications for promotion of the piece and inclusion in College records.

Social Media

Social media channels are used by the Hines College to promote the College's news, events, and student work.

- Requests for promotion on the College's social media channels should be submitted ten business days prior to the proposed date(s) of posting. In general, the College's social media is planned and scheduled ten business days in advance through the College's social media management platform.
- The College's Executive Director of Communications must approve the creation of any new social media accounts representing College programming.

Website

The Hines College website provides a range of important information for prospective and current students, alumni, donors, and other external constituencies. All requests for updates to the website should be made in writing to the College's Executive Director of Communications and Web Developer. Upon the request, a timeframe for the update will be provided.

E-Newsletter (Hines Highlights)

The *Hines Highlights* monthly e-newsletter promotes the College's news and events to alumni, donors, and friends. All requests for inclusion in the monthly e-newsletter should be submitted to the Executive Director of Communications by end-of-day on the first Tuesday of every month. All requests after the deadline are subject to be held for the following month's e-newsletter.

Email Signatures

The daily communications of faculty and staff represent the College and University, and therefore, official University emails should adhere to [University Email Signature Guidelines](#).