

**HARRIS-STOWE STATE UNIVERSITY
OFFICE OF UNIVERSITY RELATIONS**



**POLICIES AND
PROCEDURES
GUIDE**

FY 2014-2015

OUR brand. OUR image. OUR growth. OUR HSSU.

HARRIS-STOWE
STATE UNIVERSITY
OFFICE OF UNIVERSITY RELATIONS

Policies and Procedures Guide

Office of University Relations

An impactful university image goes far beyond the use of the institution's logo. A successful image includes what our internal stakeholders say about the university, how the university presents itself to the general public and the stories that we put out. Collectively, such actions shape the image of Harris-Stowe State University.

An opinion is formed even when do not realize it. Anything that is presented under the HSSU names aids in the development of public opinions. How effectively we use our logos, placement of logos, consistency of messages, letterhead and business cards even generate opinions of the university's brand, and must be used accurately. Putting forth positive imagery and words in our communication efforts aligns with the mission and vision of Harris-Stowe, and will enable the university to continue to build on the integrity and prominence of Harris-Stowe.

Harris-Stowe's reputation is built in accordance with the following mission of the Office of University Relations:

The mission of the Office of University Relations is to explore, render and disseminate, across all media platforms, the exceptional stories of Harris-Stowe State University. In the process, we aim to promote Harris-Stowe's reputation for excellence and to leverage our media channels to help HSSU achieve its goals.

University Relations shall develop standards, guidelines and procedures necessary for the effective management of university communications and marketing efforts and shall routinely communicate such to the internal HSSU community.

This guide serves as resource for Harris-Stowe, in working toward communications that are clear, cohesive and consistent, while being effective and further enhancing HSSU as an environment that cultivates learning and academic growth.

University Relations Contacts:

Office of University Relations
Henry Givens Jr. Administration Building
Room 110
3026 Laclede Avenue
St. Louis, MO 63103

Office Phone Number: (314) 340-3386

Courtney Z. McCall
Associate Vice President, University Relations
(314) 340-3391
mccallc@hssu.edu

Brenda Talbot
Coordinator of University Relations/Graphic Technologist
(314) 340-5754
talbotb@hssu.edu

Jasmine Clay
Administrative Assistant
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Public Relations

Public awareness and support of HSSU and its traditional activities are well promoted due to the lasting relationships that have been formed with local media. Media have expressed an interest in distinctive initiatives and events that are unique to the culture of Harris-Stowe, therefore emphasizing that not all news being released will be covered by our media partners. The Office of University Relations strives to disseminate information in a cooperative and coordinated manner to those media outlets making requests. The university's media policy is based on a commitment to provide accurate and timely information to which the media and overall public are entitled.

The Office of University Relations shall be responsible for all contact made with the news media, including creation and distribution of information relating to general urgent university news or topics requiring an institutional response. Upon approval of the Office of University Relations, some designees may be authorized by University Relations to distribute specific information to the media.

News releases related to the institution or its respective units shall be edited (if they were not originated in University Relations), approved and distributed by University Relations. Not all things will be deemed newsworthy, and it is with the discretion of the Office of University Relations that news releases will be written and issued. Those items that are not academic or student centered or have no direct correlation with the university will likely not be considered for coverage. News conferences shall be coordinated by University Relations.

The associate vice president for university relations serves as Harris-Stowe's spokesperson unless otherwise indicated by the university Board of Regents or president, and conveys the official position of the university as it relates to significant issues, those that may have a large community impact or may be controversial or sensitive in nature. Inquiries from the media that may be directed toward certain departments regarding such issues should be immediately referred to the Office of University Relations.

In the instance of an "expert" media opportunity, the Office of University Relations will determine which individual is best suited to offer their professional expertise on matters that matters, as requested by the media. During such situations, at the advisement of the Office of University Relations, faculty and staff are free to respond to requests from the media regarding their research, scholarship, teaching or professional expertise. This practice ensures a coordinated response and also assists the Office of University Relations in building relationships with various media and highlighting the university's notoriety.

Should a member of the media contact a faculty or staff member to speak about matters related to the college, faculty and staff and or students, the inquiry should be referred to the Office of University Relations. The authorized spokespersons for HSSU are:

University President
(314) 340-3380

Associate Vice President, University Relations
(314) 340-3391

Inquiries from a Reporter

Interviewing guidelines for communicating with the media when issues are non-controversial and limited to the faculty or staff member's area of expertise:

- Obtain the name of the person calling, the media organization, all contact information and, if available, the anticipated time of release of information in print or broadcast.
- Notify the Office of University Relations with applicable information.
- Return all inquiries as soon as possible. Media outlets are working on tight deadlines and will seek another source if calls are not returned.
- Do not feel compelled to conduct a phone interview or in-person interview. To be better prepared, it is appropriate to ask the reporter to email specific questions. In most instances, this will be acceptable to the reporter if you are providing information in a timely manner.
- Consult with the Office of University Relations prior to answering any inquiries. We are here to help and to prepare you accordingly.
- Answer only the questions that are asked. Do not elaborate.
- Do not speculate. It is okay not to know the answer to a question. Avoid "no comment," as it has a negative connotation.
- Make sure the reporter understands your answers. In many cases, you are the expert educating the reporter, and in turn, the media outlet's audience.
- Remember you are representing Harris-Stowe State University. Personal opinions should be clearly and carefully identified as such or not given at all.
- There is no such thing as "off the record." Expect that anything you say to a reporter will be printed.
- Provide your best contact information for follow-up questions.

- Legal issues, personnel issues, matters of college integrity, campus crises or emergency situations should not be discussed with reporters. Refer all such inquiries to the Office of University Relations.
- Any inquiries involving specific students are subject to Federal Education Rights and Privacy Act (FERPA) regulations and should be directed to the Office of University Relations.
- Any inquiries involving specific faculty or staff members should be directed to the Office of University Relations.

Family Educational Rights and Privacy Act of 1974 (FERPA)

College students' rights of privacy and access regarding their educational records are articulated in the Family Educational Rights and Privacy Act of 1974 (FERPA), commonly known as the Buckley Amendment. The Act helps protect the privacy of student records by requiring that institutions limit the disclosure of information from these records to third persons, notify students (or their parents, if dependency has been established) of the rights to review the students' educational records and the right to seek correction of information contained in the records.

The Buckley Amendment deals only with educational records. Its provisions extend protection to students enrolled or formerly enrolled in higher education institutions regardless of whether they are 18 years old. Except in the case of dependent students, parents have no access to the records of students in post-secondary institutions. Although FERPA provides students the opportunity to challenge the accuracy of their educational records, it does not permit students to challenge grades or other evaluations of academic performance.

Institutions must allow individuals to inspect their transcripts and other educational records, but they are not required by FERPA to issue to students certified copies of students' transcripts. Institutions also may withhold copies of the transcripts of students who have defaulted on college loans or who have not met their financial obligations to the institution. Harmful and improper university disclosure of a student's record may sustain a claim of violation or privacy rights in states whose laws extend the right of privacy to student records. Inquiries regarding this policy and requests for a complete policy statement are to be directed to the Office of the Registrar, Givens Administration Building 007, (314) 340-3600.

Students currently enrolled at Harris-Stowe may object to the release of certain categories of "directory information" pertaining to them by providing written notification to University Relations, HGA 110, within 14 days following the first day of classes each semester. Emergency situations will be reviewed on a case-by-case basis.

Missouri Sunshine Law

Missouri's Sunshine Law is the embodiment of Missouri's commitment to openness in government. Chapter 610 of the Revised Statutes of Missouri is the foundation of what has become known as Missouri's Sunshine Law.

1. When in doubt, a meeting or record of a public body should be opened to the public.
2. The Sunshine Law applies to all records, regardless of what form they are kept in, and to all meetings, regardless of the manner in which they are held.
3. The Sunshine Law **allows** a public body to close meetings and records to the public in some limited circumstances, but it **almost never requires** a public body to do so.
4. A public body generally must give at least 24 hours' public notice before holding a meeting. If the meeting will be closed to the public, the notice must state the specific provision of the law that allows the meeting to be closed.
5. Each public body must have a written Sunshine Law policy and a custodian of records whose name is available to the public upon request.
6. The Sunshine Law requires a custodian of records to respond to a records request as soon as possible but no later than **three business days** after the custodian receives it.
7. The Sunshine Law deals with whether a public body's records must be open to the public, but it generally does not state what records the body must keep or for how long. A body cannot, however, avoid a records request by destroying records after it receives a request for those records.
8. The Sunshine Law requires a public body to grant access to open records it already has, but it does not require a public body to create new records in response to a request for information.
9. When responding to a request for copies of its records, the Sunshine Law limits how much a public body can charge for copying and research costs.
10. There are special laws and rules that govern access to law enforcement and judicial records.

All requests under the Missouri Sunshine Law can be submitted to:

Courtney Z. McCall

Associate Vice President, University Relations, mccallc@hssu.edu

Crisis Communications

Harris-Stowe State University has an emergency communications plan that has been implemented into the university's overall emergency plan. In the event of a crisis, the Office of University Relations works with the Office of Campus Public Safety to coordinate the release of all information to the media and the internal and external public.

Howard Richards, chief of campus public safety, is designated to utilize the HSSU alert system to distribute emergency messages.

It is the goal of Harris-Stowe State University, to be proactive and – in a timely manner – release accurate information regarding anything that impacts the institution, in the form of an accident, natural disaster, controversial issue or any other emergency event. It is clear that all incidents needing urgent attention and care need to still go through the proper protocol of being handled by the Harris-Stowe Office of Campus Public Safety at (314) 340-3333. In addition, situations of a crisis nature should be reported immediately to the Office of University Relations.

Because an emergency can occur at any time, without warning, it is necessary to have careful planning in place that emphasizes the best interest of the university and will assist Harris-Stowe affiliates with responding appropriately in the time of crisis. This plan addresses media relations and communications issues and is a supplement of the Harris-Stowe State University emergency operations plan. It is recognized that without proper communication procedures in place, potentially damaging issues can negatively affect the institution's image, credibility and public relations.

The following plan establishes communications protocols to ensure that campus officials and communicators are familiar with both procedures and their specific roles. This plan is designed solely for internal use. The goal is to inform the media that we, as an institution, are doing everything possible to diffuse a crisis situation on campus, while keeping the best interest of our students and staff at the forefront.

I. Responsibilities of Harris-Stowe Administration

- A. It is the intent of Harris-Stowe State University to provide employees, students, the media and the public with the facts concerning a crisis as information becomes available. Issues must first be addressed internally with faculty, staff and students, in the event of a crisis so that nothing is leaked to the media without authorization or assumptions being made.
- B. With direct instruction from the university president, the associate vice president for university relations, chief of campus public safety and other appointed administrators, will serve as direct-response contacts in such an

instance. In the event that a crisis occurs, the notified individual will contact the president, who will then give instruction on how to proceed.

- C. Depending on the nature of the incident, the Harris-Stowe president may convene all or some of the president's cabinet to assist in assessment and response to the situation.
- D. Critical, on-call staff members will be notified of the procedure prior to a crisis. Emergency contact information will be updated and distributed regularly. The university president may opt to assign a special response team to particular crisis situations.

II. Responsibilities of Faculty and Staff

- A. Faculty is expected to remain with their classes and staff with their departments unless specifically instructed otherwise by HSSU administration or emergency personnel.
- B. If there is a need to evacuate the building, keep the class together and lead them to the designated area.

The Process

I. Notifying the Appropriate Individuals

- A. The crisis team should be made up of designated individuals who are key to the emergency situation, i.e. administrators, public safety officers, attorneys, maintenance workers, nurses, etc.
- B. Each emergency situation is different, so the role of the team is to dissect the various components and come up with a proactive plan of action. In addition, the team should decide who the spokesperson should be, who will not necessarily be the same person each during each situation.
- C. Each team member must have a published cell phone number or immediate contact number, in the event that a crisis occurs outside of normal operating hours.
- D. The HSSU emergency alert system should be used immediately to inform students, faculty and staff of any relevant information in terms of safety and procedures surrounding the crisis. No other forms of social media should be used to discuss the incident, as media outlets are following HSSU on many of these outlets.

II. Addressing the Media

- A. Another key component to the crisis team is the Office of University Relations, which, during the time of a crisis, would more than likely be flooded with media calls and inquiries.
 - a. The Office of University Relations should remain staffed at all times during a crisis, or at least have the office phones forwarded to a number in which a knowledgeable individual can speak.

- b. Having media calls answered promptly is essential during a time of crisis.
- c. A prepared statement should be on hand for the appropriate communications professionals to talk intelligently. The statement should be agreed upon by the crisis team.
- d. Even if facts are still being gathered, this message needs to be conveyed to the media. An example of such communication is: “Facts are still being gathered regarding the unfortunate incidents that previously occurred on our campus. A press conference will be held later this afternoon (or give a specific time). Please give me your contact information so that I can call you back with more specifics.”
- e. Ignoring or blowing the media off is never a good thing. If they are unable to get a direct answer from you regarding the incident, more than likely, they will draw their own conclusion and end up sensationalizing the situation. They may even speak to witnesses that do not have an exact account of what happened.
- f. If a mistake has been made on the part of the University that has caused the incident in question, it is always good to admit fault up front. Then, the focus should be on re-establishing the organization’s credibility internally and externally, especially if there were people hurt during the incident. The goal is to protect the reputation and integrity of the university. Lying, denying or hiding involvement will make the situation worse.
- g. While attorneys do assist in such situations, it may not always be a good idea to let your organization’s lawyer make the final decision. It is always good to consult with your university administration and crisis team as final means of deciding what to do, as they know the organization like no one else and will understand how each situation should be dealt with. The role of the attorney is to offer advice and lead you in the right direction legally.

III. How to Decide What Position to Take

- A. How would the general public view the crisis situation? This is what you want to ask yourself when the crisis team is determining what position to take.
- B. While you want to do everything in the best interest of the company, if people are involved and hurt, the best thing to do is to put yourself in the position of the individuals involved, while also thinking of the University. At a university, there are a few things that come into play when deciding what position to take. A few of those things are as follows:
 - Unauthorized release of confidential information
 - Human error
 - Inadequate supervision
 - Inadequate quality control

- C. When deciding the position, you must also be aware of the various consequences:
- Effects on the university and its students
 - Negative PR
 - Legal
 - Financial

IV. Choosing a Spokesperson

- A. The primary spokesperson is the designated individual representing the University that makes official statements and deals with the media throughout the crisis situation.
- B. A back-up spokesperson should also be named, as well as another knowledgeable, well-versed individual who can assist the spokesperson or the back-up spokesperson with any additional relevant information, possibly in the areas of technology, finance or community relations.
- C. The designated spokesperson should be able to do the following:
- Feel comfortable interacting with reporters
 - Feel comfortable speaking on camera
 - Be a skilled communications professional who skilled in identifying key points
 - Provide knowledgeable accounts of the crisis at hand
 - Speak clearly
 - Speak intelligently and positively about the University
 - Dress professionally
 - Stay calm in stressful situations
- D. In the event that a spokesperson is designated by any emergency institutions, i.e. fire department, police or health officials, the university spokesperson must make sure that they are familiar with that person, has met with that person so that all statements regarding one specific crisis situation remain consistent.

V. Media Procedures

- A. Choose a designated media area to meet with reporters and address any questions regarding the crisis.
- B. As part of university policy for crisis situations, all media personnel must be escorted to the designated media area at all times, for all crisis situations.
- C. Media representatives are not allowed to interview students, staff or faculty members, even if they are involved in the situation. During a crisis, it is important to keep messages consistent, therefore the spokesperson or back-up spokesperson should be the only one addressing the media.
- D. Please remember that reporters will attempt any means necessary to get “the right answer” and that we cannot stop them from doing so. It is a good idea for the entire University to be on the same page, so that mixed messages are not

conveyed. All media should be treated equally. Whatever access is granted to one media organization needs to be granted to all.

- E. The designated spokesperson needs to be familiar with sample media questions. There needs to be preparation and practice of questions, even if you may not know what they might ask. Make sure the practice questions are tough enough to seem real. The media won't hesitate to ask hard questions and use special tactics to get answers.
 - a. As the story evolves, new practice questions should be rehearsed.
 - b. Never release the questions to anyone externally!
- F. The following are some key tips to use when preparing to address the media in a crisis:
 - Never give up extra information to the media.
 - Being over-prepared is better than being under-prepared.
 - Don't ever say that something is "off the record."
 - Come with prepared statements.
 - Only report the facts, which should be from reliable, confirmed sources.
 - Always good to show concern for the public, for the individuals/families affected or involved.
- G. Prepared statements can be read over the phone, faxed to media organizations or emailed, upon request.

**In response to an "internal" crisis, such as mass emails being distributed by faculty, staff or students to the masses within HSSU, the administration should immediately reach out to the internal HSSU community, assuring them that we are aware of the situation and that the incident will be dealt with appropriately. The internal stakeholders should also be advised to not respond to such communication and to simply allow the administration to handle it.

Campus Communications/Mass Emails

It is the policy of Harris-Stowe State University to coordinate all mass emails through the Office of University Relations. Only newsworthy items that are completely HSSU-related can be sent via the Hornet email system. Promoting personal interest items will not be tolerated and is a violation of the email acceptable use policy.

Some messages regarding campus safety may be sent by the Office of Campus Public Safety, and those messages that are information technology-related will be issued by the Office of Information Technology. The Office of Student Activities manages the Hornet Buzz, which includes weekly campus happenings.

Email messages to students should be sent to Jasmine Clay, administrative assistant in the Office of University Relations, clayi@hssu.edu.

Photography and Recordings

The Office of University Relations is responsible for maintaining an archive of college photos for use in publications and on web sites. In accordance with HSSU's policy, faculty and staff who wish to contribute to the marketing and promotion of the university and take photographs, video recordings, audio recordings, or any other electronic or digital method of recording, must ask their subjects to sign the photo/video release form which can be found on the University Relations web page via this link <http://www.hssu.edu/ae/aefiles/21/photo%20release%20form.pdf>.

If it is logistically impossible for all subjects to sign the release form, (i.e. during a campus event), any individuals that might be captured in film or video must be informed of that possibility. Below are some examples of how to protect the university in the event that someone may not want to be photographed:

Notification Language at Entry to Event

Attendance at this event constitutes an agreement to Harris-Stowe's use and distribution, now and in the future, of the attendees' image or voice in photographs, videotapes, electronic reproductions, or audiotapes of the event. If you have questions or concerns, contact the Office of University Relations at (314) 340-3386. (If you use this method, you must photograph the notice as it is posted on the day of the event and keep the photo on file with the event's photos.)

Invitation Language

A photographer will be taking photographs at the upcoming [Name of Event Here]. Your attendance at the event constitutes agreement to the college's use and distribution (now and in the future) of your image or voice in photographs, videotapes, electronic reproductions, or audiotapes. If you have questions, contact Office of University Relations at (314) 340-3386.

Do not assume that any photo that appears on the web is free to use. Please consult with the Office of University Relations before “lifting” a photo for use from the university site or from official publications.

Accuracy Check

Prior to printing any Harris-Stowe publications for internal or external use, they must be reviewed by the Office of University Relations and have an official accuracy check form on file. The form, which can be printed from the University Relations web page, ensures the accuracy of university facts, scheduled events, brochure content, grammar and design, etc. The form is not to infringe on anyone’s creativity, jurisdiction, etc., but to instead intended to be a precautionary method taken by the university to guarantee that HSSU is always represented as favorably as possible.

Printing

Please remember the following before submitting your work for printing:

All publications, brochures, etc. that will be distributed off campus and/or utilize the college logo must be reviewed by University Relations prior to submitting for printing to ensure consistency of messaging and adherence to college graphic and visual identity standards. Authorization can be obtained by contacting the Office of University Relations at (314) 340-3386.

Business cards serve to introduce both the individual and the university, and Harris-Stowe’s cards have been designed with that in mind. They have a distinctive look that is consistent with the college's overall visual identity program. They also follow a standardized format. To request business cards, please contact the Office of Business and Financial Affairs at (314) 340-3320. This request should be approved by your supervisor.

Social Media

Harris-Stowe encourages appropriate use of social media as a method for communicating ideas and sharing information, and as part of its educational mission. The university’s policy on social media is as follows:

HSSU provides access to the Internet for all of its employees as a privilege and in many cases a necessity to meet the responsibilities of their job. This includes the use of social networking sites and access to an array of wikis and blogs.

Professional activities include those that advance Harris-Stowe's mission of education, research and public service. Please be reminded that if you are engaging in blogging or wiki activity or is accessing social networking sites with an hssu.edu email address, the employee is a representative of the college and must act accordingly. That means an employee can access

such sites as Facebook or Twitter to communicate with students, faculty, staff or other professional colleagues in matters related to their teaching and or professional responsibilities at Harris-Stowe.

Employees who use hssu.edu email account must consult their supervisor and or dean in advance of their intention to use social networking sites. In addition, staff or faculty using an HSSU address to create or post comments to blogs or wikis, or who reference their professional affiliation to Harris-Stowe, should include this disclaimer: ***The comments and or postings on this site are my own and do not reflect the position of Harris-Stowe State University.***

Some activities that would NOT be considered acceptable uses of the Internet from a Harris-Stowe email account include, but are not limited to:

- Posting items anonymously or under a pseudonym
- Conducting personal social relationships unrelated to college activities
- Using and creating an account with dating and or matchmaking sites
- Engaging in partisan political fundraising activity
- Engaging in online gambling
- Posting comments or writing blogs that are obscene or false
- Using social networking sites or blog postings to harass others
- Selling goods or services for personal financial profit

If it is the preference of faculty and staff to engage in social media under the use of their personal email addresses, the Office of University Relations encourages you to blog at your own risk and to not include the use of Harris-Stowe's name under these circumstances. In such instances, you are responsible for your own commentary, and in the event that outside parties pursue legal action for any comments that you may post, please understand that HSSU will not protect an employee for anything that is written on a blog, either with use of your university email or personal account. Furthermore, Harris-Stowe reserves the right to take personnel action against any employee who uses the Internet with campus equipment or email addresses for illegal or inappropriate activities.

Social network, wiki and blog postings may generate media coverage—be prepared to attract media interest and observe the SUNY Delhi policy, summarized below, for fielding queries from reporters. If you are contacted by any media outlet as a result of a social media posting, please direct all inquiries to the Office of University Relations before moving forward and communicating or conducting an interview with reporters.

In all instances, please remember to be discreet, respectful, gracious and as accurate/factual as you can be in any comments or content you post online. Take particular care of spelling, punctuation and grammar—it DOES reflect on you professionally, as well as on the university.

University Name

Harris-Stowe State University is the official name for the university. Following use of the first reference, it is acceptable to use the acronym HSSU or simply Harris-Stowe. Because the university's history includes the merging of two significant institutions, it is both important and grammatically correct to ALWAYS include the use of the hyphen in the university's official name, otherwise it is not correct and should not be used. Harris-Stowe State University is the only name that should be used when communicating with prospective students, current students and their families, as well as alumni, the community and public officials.

College Logo

The Harris-Stowe Graphic Identity Standards Guide has been developed to assist the campus community with the use of official university logos, including the word logo and seal. Please refer to the graphics standards information on the University Relations webpage located here http://www.hssu.edu/sp_content.cfm?wid=21&pid=748 for the best information for use. Logos are available for download at this same location.

The use of the official university seal is only for documents and publications such as degrees, graduate announcements, etc. In all other instances, the type logo needs to be used.

Printing of the logo in alternate colors, shapes, sizes and fonts is not allowed without prior approval by the Office of University Relations. The logo should never be used to imply endorsement of a product or service not provided by Harris-Stowe, or incorporated into another logo, without prior approval by the Office of University Relations. Use of the logo by other than authorized college employees is prohibited unless approved in writing by the associate vice president of University Relations. Likewise, the development of additional logos for departments, functions of the university, etc. must be approved in advance by the associate vice president of University Relations. Authorization and additional information is available by calling the Office of University Relations at (314) 340-3386.

Athletic Logo

The athletic logo, the Hornet, may be used only by the HSSU Department of Athletics, university bookstore or by special permission from the Office of University Relations. It should not be used in place of, or alongside of, the Harris-Stowe seal. The Bronco is a unique symbol for the college's athletic teams, and as such, should not be used to represent academic or administrative units of the university, nor by individuals employed by the university.

Web Policy

The Harris-Stowe State University web page (hssu.edu) is considered an official university publication, which is managed by both the Department of IT Services and the Office of University Relations.

Its role is to position the university as an educational leader to the public, including prospective students and their families, counselors, alumni and friends and the community. Student recruitment and to inform HSSU's current student body is the primary purpose of the web. Marketing, engagement, revenue generation of alumni and friends is also priority and function of hssu.edu.

Unless otherwise indicated, all materials appearing on the HSSU home page or subsequent official home pages of specific departments/divisions, including text and photographs, are property of Harris-Stowe State University and cannot be reproduced without written permission from University Relations. HSSU does not host students' pages other than those approved by the Division of Student Affairs for student organizations.

Advertising

All advertisements for Harris-Stowe State University, its programs and events, must be approved in advance by the Office of University Relations. Final submission of the advertisement will be done by the associate vice president of University Relations or the coordinator of University Relations, in conjunction with the requesting department or individual. The Office of University Relations will assist in advertisement layout and design on a case-by-case basis and will work with the department to arrange payment. Please note that not all advertisements are the financial responsibility of the Office of University Relations.

Government Relations

The HSSU Office of the President works to build and strengthen relationships with elected and appointed state, federal and local officials and provides information to decision-makers to assist them in setting policies that affect the college and higher education in general.

Activities include:

- Representing and advocating on behalf of Harris-Stowe for funding and policy initiatives to federal, state and municipal government and agencies
- Informing Harris-Stowe personnel about issues coming before the legislature affecting the university
- Developing and responding to funding and policy initiatives
- Assisting HSSU personnel with interactions and events involving elected officials
- Planning and coordinating educational experiences for students, faculty and staff interacting with legislators

The Office of University Relations is available to assist staff in preparing for any meetings with elected or appointed government officials after such meetings/visits have been approved by the university president. College faculty, staff and students who meet with elected or appointed officials as independent citizens should not represent themselves as stating official positions of Harris-Stowe State University. Without prior approval from the university president, no faculty or staff member should advocate on the behalf of the university during a

personal visit with a government official. Coordination of messages to federal, state and municipal government representatives is the key to effective government relations. The policy that guides HSSU's government relations is:

Any correspondence by university employees with public officials can be deemed as lobbying and present a threat to Harris-Stowe's local, state or federal funding. No Harris-Stowe employee may directly contact a legislative representative for the purpose of conducting Harris-Stowe business, promoting college policy or inviting a legislative representative to a campus event without prior approval of the Office of the President.

Inquiries from government officials and their representatives to visit Harris-Stowe or utilize campus facilities should be referred directly to the Office of the President at (314) 340-3380.