Facebook
All HSSU faculty, staff, students and alumni are encouraged to become fans of Harris-Stowe State University on Facebook. Events, notices, etc. that are included in press releases are always placed on Facebook. HSSU photos are placed on Facebook for viewing and downloading. University movies, such as the HSSU is on the Move video recently developed for student recruitment, are also available for viewing on Facebook.

Twitter
Harris-Stowe is on Twitter! To receive Tweets, please go to http://twitter.com/harrisstowe and select the “Follow” button to receive Harris-Stowe news and updates. The University’s Twitter username is HarrisStowe, and its Twitter name is Harris-Stowe Univ.

E-Mail Correspondence
Please send all e-mails for mass distribution to the Office of Communications & Marketing, where they will be proofread and sent out on your behalf. Further, the Office of Communications & Marketing also has the ability to mass e-mail all HSSU students; just contact the office to have your message sent to all Harris-Stowe students.

Photographers
If you would like a photographer to shoot your event, please contact the Office of Communications & Marketing so that one can be arranged. To ensure that a photographer will be available for your event, please give the Office of Communications & Marketing at least one week advance notice.

President’s Report
The Office of Communications & Marketing develops the President’s Report, on behalf of Harris-Stowe State University President Henry Givens Jr. The President’s Report is mailed to all University staff, faculty and alumni, and copies are available in the Office of Communications & Marketing. The President’s Report is also available online on the Office of Communications & Marketing’s Web site.

Contact Us
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Providing the University service in the areas of:

- University facts and information
- HSSU event planning and promotion
- Faculty, staff and student highlights
- Proofreading of all external communication, including brochures, fliers, posters, etc.
- Updating www.hssu.edu/
- Advertising and media buying and placement
- Contracting photographers
Press Releases
Press releases are written by Director of Communications, Marketing and Alumni Affairs Courtney McCall or Public Relations/Alumni Specialist Nisa Schmitz and are utilized to promote University events; University initiatives; HSSU programs; University news and faculty, staff and student accomplishments.

Press releases are e-mailed to more than 100 media contacts in the metropolitan area and are posted on the HSSU Web site. However, the Office of Communications & Marketing cannot guarantee media placement. To guarantee a mention, an ad can be purchased.

If you think you or one of your students has an event, news or accomplishment that warrants a press release, please notify the Office of Communications & Marketing.

Advertising
The Office of Communications & Marketing places print, online, radio, television and other types of advertisements for University events, student recruitment and branding purposes. If you wish to promote a University event in the local media, please contact the Office of Communications & Marketing for more information.

Accuracy Check Form
Before printing any external correspondence, HSSU faculty, staff and student organizations must complete the Accuracy Check Form. The Accuracy Check Form may be downloaded off the Communications & Marketing Web site. Please fill the form out and give the form and a copy of the document to Schmitz for review. If necessary, changes will be requested. Make the corrections to the document, print out a new copy and bring the revised version back to Room 110 for approval.

After being approved, Schmitz will sign off on the Accuracy Check Form. Then the document must be given to McCall for final review, and she must also sign the Accuracy Check Form before the document can be printed. You are responsible for making sure the Accuracy Check Form is taken through all the necessary steps. The HSSU Print Shop will not print anything without a completed Accuracy Check Form.

Brochures, fliers, invitations, posters, banners, applications, etc. to be disseminated externally or posted around campus require a completed Accuracy Check Form. Completing an Accuracy Check Form for syllabi, letters of recommendation, PowerPoint presentations and internal communications is optional.

HSSU Style Sheet
Harris-Stowe State University firstly follows the HSSU Style Sheet, which is maintained by the Office of Communications & Marketing, and sets forth guidelines for University-specific issues, such as names of buildings, and for practices adopted by HSSU in particular, such as capitalizing “University” when referring to Harris-Stowe. Guidelines specified in the HSSU Style Sheet trump all other stylebooks, but for issues not clarified in the HSSU Style Sheet, please consult The Associated Press Stylebook and then Webster’s New World College Dictionary: Fourth Edition.

Branding
A primary objective of the Office of Communications & Marketing is to protect and promote the Harris-Stowe State University brand. You can assist in promoting the HSSU brand by always using the standard University letterhead and by using the University logo and seal, which can be obtained by e-mailing McCall or Schmitz. Also, please use your office’s word HSSU logo, which can be obtained by e-mailing Graphic Designer Brenda Talbot.

HSSU Web Site
The Office of Communications & Marketing works closely with Information Technology Services to maintain and regularly update the HSSU Web site. If you would like to add a Web page to your department’s Web site, add or update information, post documents or post a notice on the main HSSU Web page and or student home page, please send your request directly to the Office of Communications & Marketing by e-mailing either McCall or Schmitz. They will edit the content and will post it for you. For special requests, the Office of Communications & Marketing will collaborate with Information Technology Services for you to make accommodations.