

65.1 College Development Office

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1. Purpose. The purpose of the College Development Office is to support and promote the programs and services of Eastern New Mexico University-Roswell (ENMU-Roswell). The following is an overview of the College Development Office.

2. General Statement. The ENMU-Roswell College Development Office seeks to contribute to student success by supporting and promoting the academic programs and services of ENMU-Roswell by presenting an appropriate, coordinated and comprehensive image of the college to its external and internal publics through marketing and advertising. To accomplish this mission, the department strives for quality in all its operations and provides professional services including concept development, writing, editing, graphic design, photography and printing/print purchasing for college publications, advertising and marketing. The department provides timely and accurate publications, news releases, and advertising to internal customers, such as students and employees, and to external audiences including prospective students and the community.

3. Dissemination of Information to the Public.

A. The College Development Office will write news releases and/or Public Service Announcements (PSA's) using Associated Press (AP) style and photographs when appropriate.

1. News releases and PSA's will be faxed or e-mailed to local radio and television stations and the local newspaper (Roswell Daily Record).

2. When information is determined to be of interest to more than Chaves County, releases will be sent to the media of southeastern New Mexico and occasionally statewide.

3. News releases concerning students and their honors and activities will be sent to hometown newspapers and radio/TV stations when appropriate.

B. Press conferences will be arranged when warranted by important campus news.

C. The College Development office will assist members of the media when they call or visit campus.

D. The College Development office is the first point of contact for all media requests. All media requests for information and interviews will be coordinated through the College Development office. Staff and faculty are encouraged to notify the College Development office when they are contacted by the media and are aware of a media representative unescorted on campus.

E. Feature stories may be suggested to local and national media outlets when appropriate.

F. Photo and biography files will be maintained of faculty, staff and buildings. Other photos will be taken by College Development staff or by other paid photographers when necessary.

G. A community newsletter will be published bi-monthly and sent to state and community leaders and friends of ENMU-Roswell to keep them informed of college-related news.

H. The department will seek to enhance the image of ENMU-Roswell through consistent, timely and effective information presented on ENMU-Roswell's World Wide Web site.

4. Advertising Statement. Disbursement of advertising dollars for ENMU-Roswell is determined by the following factors:

A. How well the particular radio and television station or newspaper reaches ENMU-Roswell's target audiences.

B. The cost per unit of advertising of each radio and television station or newspaper.

C. The reliability of each radio and television station or newspaper in effectively and promptly delivering the advertising message to the target audience.

D. Current amount budgeted for advertising.

In general, advertising funds are divided evenly among each of the local television stations. Radio stations disbursements are based on per spot costs and the price packages offered. In markets where there is more than one newspaper, advertising is determined by the circulation, target audience and the effectiveness and quality of each publication.

5. Keeping Informed of Public Opinion.

A. The College Development office will maintain a good working relationship with local reporters and understand their needs and deadlines.

B. The College Development Director will be active in the community by personal contact or through membership in service clubs or organizations.

6. Making Campus Aware of Campus and Community News.

A. The "Grapevine" is an internal newsletter published once a month. This publication includes campus news, information from various departments, and personnel items. It is distributed to campus employees and community members.

B. Bulletin boards will be kept up to date in campus buildings with college-related news items.

C. The office will also update campus information, news releases and newsletters posted to the ENMU-Roswell web site.

7. Services to the Public.

A. The College Development office will originate and coordinate a Speaker's Bureau with faculty and staff. The bureau will consist of faculty and staff members who wish to speak to civic groups or members of the media about their areas of expertise. The office will annually update the list and distribute it throughout the community.

B. The office will plan and/or help coordinate college sponsored events that will bring the public to campus.

C. When requested, the office will post upcoming community events on campus e-mail.

8. Publications Development.

A. In order to maintain a consistent and professional college image, any publication printed for public dissemination must first be reviewed the College Development Office.

B. The College Development office will design, develop and arrange for the printing of all official campus publications, such as individual program brochures, class schedules, catalogs and posters.

C. The College Development office will oversee the use of the official ENMU-Roswell logo (see below).

9. Assistance to College Personnel.

A. The College Development office will assist with displays relating to the college at public events.

B. The office will assist student organizations in relations with the public.

C. The office will assist faculty, staff and administration in the planning and placement of advertising.

D. The office will assist faculty and administration in the planning and production of printed materials.

E. Upon request, the office will provide ENMU-Roswell imprinted, promotional items and materials for staff and faculty.

F. The office will assist college leadership with special projects, including social events, bond and mill levy elections and with the development of special materials, including the annual report.

10. Official Logo. The official Eastern New Mexico University-Roswell (ENMU-Roswell) logo represents the institution. As such, the image of the logo must be uniform in appearance and presentation to the public. Guidelines for use of the official logo are outlined below.

A. The ENMU-Roswell College Development Office will oversee and coordinate the use of the official ENMU-Roswell logo on all campus publications and imprinted materials. The office will provide copies of the logo in both hard copy and electronic format to campus personnel and to vendors providing services to ENMU-Roswell.

B. All ENMU-Roswell personnel using institutional funds must follow these logo guidelines. The logo can only be printed in three variations: Full four-color process; Green and black; and black and white. The approved green for use is Pantone #356.

In the full-color version, the bold ENMU-R letters will be printed in green with the slanted ellipse printed in the rainbow gradient. In the green and black version, the bold ENMU-R letters will be printed in green and the slanted ellipse will be printed in a white to black gradient. In the black and white version, all parts of the logo are printed in black, with the slanted ellipse printed in a black to white gradient.

In all variations, the small lettering beneath the large ENMU-R is to be printed in black only. The logo is not to be printed in any other colors without prior review and approval by the ENMU-Roswell College Development Office. Examples of these variations are available in the College Development Office.