09.02.01.C1 Official Non-Emergency University Messaging

Revised: May 5, 2025
Next Scheduled Review: May 5, 2030
Revision History

Rule Summary

Texas A&M University-Corpus Christi (TAMU-CC) utilizes various electronic and print methods for non-emergency communication with campus and public. Official messages should be accurate and timely, be tailored to the intended audience, follow best practices of the chosen message platform, and have appropriate approvals obtained prior to publication, posting and/or interviewing.

Rule

1. GENERAL

   Official messaging is used to communicate to TAMU-CC's audiences, including prospective and current students and families, faculty and staff, alumni, the media, and the public. As such, messaging should reflect the mission and values of the university. To facilitate timely communication, members of the President's Cabinet have the authority to approve messaging for their areas in most cases (details below) and may designate additional approvers.

2. CAMPUS-WIDE EMAILS

   News and updates that apply to the university are sent via email from the campus announcements account or other approved accounts. Each vice president has the authority to approve messages for their division as well as to delegate the authority to approve campus-wide emails. The Department of Marketing and Communications (MARCOM) will maintain a shared calendar to ensure coordination of messages being sent from the approved accounts.

3. EVENTS CALENDAR

   The university events calendar can be filtered by categories of interest including academics, athletics, student-only events, and more. University affiliates may submit items for publication in the campus calendar via the main calendar webpage. Requested calendar listings are routed to MARCOM for review and publication.

Approval and publication are usually completed within three business days. MARCOM reserves the right to decline listings or edit announcements to fit university format and style.

4. MEDIA

Responsibility for external affairs, news media relations and the general information program of TAMU-CC rests with the Office of the Senior Vice President for Institutional Advancement. MARCOM manages internal and external communications regularly; prepares and releases university news to local, state and national news media; and coordinates all media visits and inquiries. MARCOM publishes numerous internal and external communication pieces targeting the various university constituents: students, faculty, staff, affiliated staff, state officials, business leaders, leaders in secondary and higher education, donors, friends, corporations, foundations, and others with close ties to the university.

4.1. News Releases and Media Alerts

Only MARCOM, Islanders Athletics, the Harte Research Institute (HRI), and the Conrad Blucher Institute for Surveying and Science (CBI) can issue news releases and media alerts connected to their respective areas. General requests for communication to the media should be directed to MARCOM at communications@tamucc.edu.

4.2. Interview Requests

All general news media inquiries and interview requests not related to Islanders Athletics, HRI, or CBI should be directed to the director of Communications prior to accepting the request. MARCOM will reach out to appropriate representatives when the news media requests interviews with campus experts. Media interviews should not be granted without MARCOM's prior knowledge. The Senior Vice President for Institutional Advancement will communicate to external audiences on matters relating to university-wide policy positions in the absence of the president, coordinate with all other Texas A&M University System member offices of public information or the equivalent, and serve as the liaison with The Texas A&M University System's Office of Communications.

5. SOCIAL MEDIA

Official department, academic unit (e.g., college, school, library), or division social media accounts must adhere to brand standards and best practices. Unit supervisors are responsible for the content posted to their channels. Additional information regarding social media accounts and requirements can be found in university procedure *61.99.99.C0.04, Social Media Guidelines*.

6. NEWSLETTERS

Units may produce newsletters for their areas but must follow brand standards and be sent to MARCOM at marcom@tamucc.edu in advance of distribution for a brand standards check. Please allow five business days for approval. MARCOM reserves the right to edit newsletters to fit university format and style. External newsletters may not be created, published or distributed without approval from the division vice president or their designee. Content that was previously approved for other uses does not need additional approval for use in a newsletter.

7. DIGITAL MONITORS

Digital monitors are strategically placed across campus (e.g., in elevators, on TV displays) to increase communication regarding key initiatives and campus events and are managed by the University Center Scheduling Office. Visit the University Center website for information and guidelines for digital monitor and electronic signage submissions.

8. DIGITAL MARQUEES

Digital marquees are electronic display boards located along major roadways that are utilized to publicize university events and initiatives. Inclusion of content on the marquess is at the discretion of MARCOM based on availability. External events and messages are permitted on a limited basis and require approval from Event Services and MARCOM. Approval will be determined based on the type of event and anticipated guest attendance. Requests for inclusion on the marquees should be directed to communications@tamucc.edu.

9. WEB

The university utilizes a content management system for its web presence. Content managers are assigned by their unit and granted access to provide content for specific pages related to their area. Accuracy and relevance of the content is the responsibility of each division vice president or their designee. Additional information on university web presence can be found in university procedure *61.99.99.C0.02, Web Presence*.

10. OTHER MESSAGING

Other official university messaging not covered by this rule must be reviewed and approved by the division vice president or their designee in consultation with MARCOM before being published or distributed.

Related Statutes, Policies, or Requirements

System Regulation *09.02.01, Official Messaging*
University Procedure *09.02.99.C0.01, University Name and Indicia Usage*
University Procedure *09.02.99.C0.02, Branded Items*
University Procedure *61.99.99.C0.02, Web Presence*
University Procedure *61.99.99.C0.04, Social Media Guidelines*
University Procedure *61.99.99.C0.05, Marketing and External Communications*

This rule supersedes:

- *09.02.01.C1, Official University Messaging*
- *61.99.99.C0.01, University Information*

Contact Office

Contact for clarification and interpretation:	Senior Vice President for Institutional Advancement 361.825.3320