



Marketing and Public Relations Policy

19th July, 2019

CORPORATE AFFAIRS DEPARTMENT

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PART 1: POLICY PREAMBLES

1. INTRODUCTION

Marketing and Public Relations (MPR) function is part of IBSUniversity that is established to take care of and execute the branding initiatives of the University. This may include all the attempts made to establish IBSUniversity as a multi-faceted higher learning institution that caters for the burning requirements of the society and the country as a whole. Its activities extend from the design of the logo to event management.

2. PURPOSE

These policies and procedures provide a roadmap to deliver the message that great things are happening at IBSUniversity. The Corporate Affairs Department sets the goals around which the public image of the university is represented:

- To promote IBSUniversity’s vision, mission, goals and values
- To support the creation of internal and external communication tools
- To expand public awareness
- To develop positive public perceptions
- To drive marketing initiatives

The Policies and Procedures for the Corporate Department is to streamline the activities to maintain and enhance the Brand Image of IBSUniversity and to speed up the delivery of excellent services necessary to achieve our vision as a World Class Education, Training and Research University.


These policies define the methodologies of work for the various members of the Department. It also defines the activities of the Department and their code of conduct.

The policies and procedures for the Corporate Department provide a common understanding for the optimum working of the department. It also defines the roles and responsibilities of the various positions and thereby provides guidance and clarification on the objectives and fulfillment of the purpose of the department.

3. OBJECTIVES

The objectives of the Department are as follows to:

- Maximize opportunities to enhance IBSUniversity visibility or stories;
- Ensure all information is consistent with IBSUniversity design and editorial standards;
- Provide central resources to assist all IBSUniversity divisions, campuses, departments and Programmes;

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- Integrate efforts between the Corporate Affairs Department and IBSUniversity’s communicators to optimize creativity in design and message, as well as to improve information flow, ensuring compliance;
- Ensure IBSUniversity is efficiently leveraging its marketing and advertising investments at all levels and in all areas;
- Make information flow more efficient; and
- Reduce miscommunication.

The Corporate Affairs Department intends to achieve these goals and objectives through the following major functions:

- Sale of Services
- Event Management
- Brand Management, Advertisement and Media Relations
- Publications
- Web Content Management
- Design Services

4. SCOPE


The major emphasis of the Marketing and Public Relations Department as a whole is to maintain and enhance the Brand Image of IBSUniversity in Papua New Guinea and abroad.

It is the policy of IBSUniversity that the overall development and application of Marketing and Public Relation strategies throughout the institution rests primarily within the Corporate Affairs Department. The Public Relations Officer and Marketing Team, reporting to the Chairman through the Corporate Affairs Manager, are charged with oversight for the development of marketing, communications and public relations strategies, and for coordinating the external communications activities of the university. No marketing consultants, marketing research firms, social media consultants, advertising agencies, graphic design firms or Web design firms may be hired without prior approval of the Vice Chancellor.

All external communication activities of the university will be coordinated through, and approved by the Vice Chancellor.

These institutional activities include, but are not limited to:

- Publications (including print and electronic “e-publications”);
- Logos and unit identity;
- Advertising (The term advertising includes traditional media channels — TV, radio, billboard, magazine, newspaper, etc.) as well as marketing communications that utilize

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new media channels, including websites, email solicitations, product placement and other activities involved in marketing IBSUniversity;

- General media relations (distribution of press releases, development of external newswires, faculty expert databases and all other activities related to media relations);
- Promotional videos;
- Primary IBSUniversity web pages;
- Emergency communications;
- Market research; and
- Institutional social media

The Corporate Affairs Department, as a whole, is responsible for the brand maintenance and enhancement of IBSUniversity and IBSUniversity Corporate Affairs. This also includes advertisements and media releases.

The Corporate Affairs Department will manage all the Events organized by IBSUniversity. The events are classified as Internal and External which will be managed by the Department and its staff.

The Corporate Affairs Department is also responsible for the publications that includes but not limited to; Weekly Digest, Monthly Insight and Half-Years IBS Journal of Business and Research.

Website Content Management is also a part of the Corporate Affairs Department in association with the IT Department.


Designing of all the advertisements and media releases also comes under the purview of the Corporate Affairs Department.

5. DEFINITIONS

Maintaining and Enhancing the Brand Image includes setting standards for the usage of Logos and Brand Names of IBSUniversity in various works of the university. It also includes conduct of External and Internal events for IBSUniversity. Other items include advertisements, promotional items, etc.

Media Relations is defined to mean working with the media through IBSUniversity’s Public Relations and the Marketing Team headed by the Manager Corporate Affairs, with the purpose of keeping corporate clients, public, and individuals informed of what IBSUniversity’s mission, policies and practices in a positive, consistent and credible manner.

Sales is defined to mean implementing a set of processes that will enable the Corporate Affairs Department to create, deliver and communicate the quality of IBSUniversity’s services and products to its current customers, its potential customers, and the greater public that in turn will bring benefits to the organisation. Corporate Affairs Department will do this through selling and promoting the various educational and training services offered.

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Events are defined to mean activities such as a ceremony, competition, convention, conferences and workshops that involve the IBSUniversity’s network of people, resources, finances, décor, security support, transport, event sites, guests, clean-ups and many more.

The term “**publications**” refers to both print and electronic versions of printed documents. “Publications” also denotes electronic-only or online publications. Electronic or online publications include, but are not limited to, Weekly Digest, Monthly Insight, CD, DVD and email publications.

6. ROLES AND RESPONSIBILITIES

Marketing & Public Relations Manager is solely responsible for approving, recommending, organizing, capturing and directing Media Relations and Brand Management activities in consultation with internal and external stakeholders.

Events Coordinator shall coordinate all internal and external events in close consultation with the Manager Corporate Affairs and other stakeholders

The Marketing and Public Relations Department is responsible for all of IBSUniversity’s internal and external publications and has the authority to select, screen and edit all stories and pictures submitted by staff members for publication.

The **Manager Corporate Affairs** will oversee and ensure that the Public Relations Officer will work with the IBSUniversity’s Web Content Coordinator to post news articles to the website and/or to implement changes to the IBSUniversity website as well as other social media platforms as and were required.

All materials officially representing IBSUniversity must be designed and/or approved by the **Manager Corporate Affairs**. The Corporate Affairs Department provides graphic design solutions for all print and digital projects, coordinates design and print production of official IBSUniversity’s documents.


PART 2: POLICY GUIDELINES, PROCESSES AND PROCEDURES

7. MEDIA RELATIONS AND BRAND MANAGEMENT


Media Relations serves as a clearinghouse for information about Programmes, events, faculty and staff channeled through media agencies for greater public awareness of IBSUniversity scope of activities.

7.1 Policy Procedures

- (a) All external media enquiries should be channeled through the Public Relations Officer and the Manager Corporate Affairs.
- (b) All “official” news, as directed by IBSUniversity Management, in the form of news releases, statements, reports, reactions responses, etc., must be initiated or approved in advance by the Public Relations Officer. All University Departments should communicate “official” news or information through the Manage Corporate Affairs.

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- (c) News and information pertaining to internal departmental Programmes may be communicated directly to the Public Relations Officer using a template and format provided by Corporate Affairs. Copies of information sent to the media should be provided in writing to the Manager Corporate Affairs
- i. Upon request, the Public Relations Officer will offer guidance or advise faculty or staff on methods for dealing with the media.
 - ii. Employees who write letters to the media pertaining to their academic expertise should identify themselves using their college title and address. Employees are instructed to use a private address if the letter contains a personal opinion related to a non-academic topic.
 - iii. Reporters, film crews and photographers should register with the Public Relations Officer before being directed to appropriate departments. If an employee has invited the media on campus, Public Relations Officer should be notified.
 - iv. The front desk should contact the Public Relations Officer or the Manager Corporate Affairs when a media representative appears on campus.
 - v. The Corporate Affairs Department participates in media relations activities by implementing the following procedures:
 - Conducting research
 - Posting media releases on the university website or delivering them to the Public Relations Officer and the Vice Chancellor.
 - Forwarding periodic updates to be used in comprehensive media sourcebooks (targeted magazine and periodical editions)
 - Producing and distributing a record of where IBSUniversity is in the news in a timely manner
 - vi. Faculty and staff are asked to submit requests to publicize events such as campus celebrations, festivals, symposia, workshops and fine arts activities to media relations via email.
 - vii. The Public Relations Officer will construct news releases and coordinate the dissemination of information through appropriate print and electronic media channels, including the university website, internal and external publications and media kits. Public Relations Officer should be notified as early as possible of these special events and will participate in the event as time permits. Public Relations Officer should also be notified of any plans to include elected/appointed officials or other VIPs in any college-related event.
 - viii. Requests for participation on special committees or to accept special assignments should be made in writing to the Public Relations Officer.
- (d) The Corporate Affairs Department may also provide research, contacts, or subject matter experts to support media requests.

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- (e) The Public Relations Officer in close consultation with the Manager Corporate Affairs will coordinate campus visits by reporters, film crews and photographers (preferably in advance), notify college personnel that visitors are on campus and guide visitors to the appropriate office.
- (f) Public Relations Officer who coordinates the media relations processes is responsible for publishing newsworthy items and events or assisting with writing and delivering news stories to internal and external constituents.
- (g) Public Relations Officer together with the Manager Corporate Affairs will assure that major college events (groundbreakings, dedications, commencement, graduation, etc.), are coordinated in an appropriate manner.
- (h) Marketing and Public Relations staff may be called upon for special projects assigned by the Chairman or Manager for Centre of Excellence.
 - i. The IBSUniversity Public Relations Officer shall be responsible for publishing newsworthy items and events or assisting with writing and delivering news stories like IBSUniversity Star, Weekly digest and Monthly Insight to the internal and external readers.
 - ii. The Public Relations Officer will assure that major university events (Enrolment, Open day, Annual Achievement Award, commencement, graduation, etc.), are coordinated in an appropriate manner. The news must be given to the Print or the Digital Media in a timely manner with prior approval from the Manager Corporate Affairs.


8. SALE OF EDUCATIONAL SERVICES

8.1 Guidelines

- (a) The Marketing & Public Relations Department shall undertake the marketing and selling of all educational services and activities and initiatives offered by IBSUniversity.
- (b) The initiative is required to have a clear focus and guidance on the various initiatives / steps to be taken for the successful marketing of the various courses and trainings. It also gives a common platform for any marketing team members to understand their role in the department and their links to the university operations.


8.2 Policy Procedures

- (a) The Marketing Team is required to facilitate sales activities like promoting the IBSUniversity Bachelor Degree Programmes, Professional courses, In-house and Out-bound Training Programme.
- (b) The Marketing Team shall liaise with schools and other entities to organize a time and place to market and promote the IBSUniversity services which are the Degree Programmes and other specialized Programmes hosted by IBSUniversity.

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The IBSUniversity Core Programmes are;

- Diploma in Accounting and Finance
 - Diploma in Business and Management
 - Diploma in Economics and Development Studies
 - Diploma in Information Technology
 - Associate Degree in Accounting and Finance
 - Associate Degree in Business and Management
 - Associate Degree in Information Technology
 - Bachelor of Accounting and Finance
 - Bachelor of Business and Management
 - Bachelor of Economics and Development Studies
 - Bachelor of Information Technology
- (c) The Marketing Team shall liaise with IBS Centre of Excellence to market and promote the short-term course, in-house and out-bound Programmes.
- (d) The Marketing Team, in liaison with IBS Centre of Excellence shall seek and establish networks and partnerships with Government firms for the sponsorship of in-house and out bound training Programmes.
- (e) The Marketing Team in collaborations with IBS Centre of Excellence shall build and strengthen relationships with corporate clients through frequent industrial visits and consultations to identify their learning needs and determine through dialogue what IBS can do to respond to these needs through customized training and capacity building Programmes.
- (f) The Manage Corporate Affairs shall be solely responsible for facilitating the strengthening of the Alumni Association in term of adding more members from the corporate and government firms for scholarship.
- (g) All enquiries relating to professional / short term courses, in-house and out-bound Programmes must be routed through the Vice Chancellor's office and copied to the Manager Corporate Affairs for further follow-up activities.
- (h) The Marketing Team under the leadership of the Manager Corporate Affairs will initiate Market Research and Analysis to determine client needs and the suitable responses to capture the market.
- (i) The Marketing Team will maintain a data base of course enrolments in the Degree Programme for the purpose of determining student employment opportunities.
- (j) The Manager Corporate Affairs together with the Marketing Team will examine and assess previous and current student results by preparing a comparison chart in an effort to chart out options available for student employment opportunities. The identified employment opportunities will be the basis on which Career Development Programme are designed and developed
- (k) The marketing and selling of the various courses and trainings shall be done through the activities such as the Conduct of the Open Day and Career Workshops. The series of

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Internal and External events shall be carefully planned and coordinated to achieve the objectives. Refer to the Event Management policies and procedures for more detailed information;

- i. Build the continuous relationship with the sponsors, Government firms providing quality services by providing the student progress reports.
- ii. Sponsors be divided into three (3) categories;

Category A refers to High Value Sponsors including Blue Chip Corporates and Governments

Category B refers to Company Sponsors who involve with IBSUniversity for smaller number of students, ideally less than 10 students, and

Category C refers to Individual Sponsors, Family Sponsors and Self-Sponsorship.

These Categories sets the basis upon which the Marketing Team decides how much time and attention should be directed to the three different groups.


- iii. Organize the sponsor's day;

A Sponsor is an Individual, Family, Members of the Family, Corporates, Organizations, Institutions, National Government and Provincial Governments and Government Departments that help students to complete their studies in. The Sponsors Day for IBSUniversity happens twice in a year, one per session during 6th or the 7th Week. The Sponsors are invited to the Campus during this day and are updated with the status of the students they are sponsoring, and also thanked for sponsoring the students along with sharing of ideas regarding improvements required.

9. EVENT MANAGEMENT

9.1 Policy Guidelines

- (a) This policy is specifically designed for all the events hosted on and off IBSUniversity campuses.
- (b) This is to ensure that;
 - i. Managers and other staff members can use these procedures to successfully plan and manage major events;
 - ii. People involved are more informed about the broader university requirements for conducting major events across the campus;
 - iii. People involved are aware of issues that need to be considered when planning an university's major event;
 - iv. People involved are provided with useful details, contact information and web links for university's resources and facilities.

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9.2 Planning the Event

The following themes must be considered during the event planning stage. Consideration of these themes will assist in reducing the event’s ecological footprint:

- (a) Venue selection;
- (b) Transport;
- (c) Purchasing;
- (d) Sound and stage production;
- (e) Catering;
- (f) Stallholders – encouraging responsible environmental practices;
- (g) Reducing waste;
- (h) Event promotion;
- (i) Measuring the ecological footprint (including carbon emissions); and
- (j) Education and training.

The organisation shall completed Event Planning Checklist (COR0004) and Event Budget Request (COR0005)

9.3 Implementing the Event


The event manager shall use the approved Event Planning Checklist (COR0004) to ensure that:

- (a) All event management practices identified in the planning stage are implemented effectively.
- (b) Adequate staffing, systems and procedures are in place to deliver the targets identified.
- (c) There is constant monitoring and recording of any information that may be useful to feed into the review stage to assist with continual improvement, such as the efficiency of identified objectives.

9.4 Evaluating the Event

Evaluation and reporting are essential to ensure continual improvement, even for one-off events as lessons learnt can be applied laterally. The evaluation template allows the event manager to evaluate and report their event based on the following:

- (a) The effectiveness of the Event Planning Checklist (COR0004) in achieving the objectives;
- (b) A list of suggested improvements for future events; and
- (c) Other results or data monitored, measured and evaluated.

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9.5 The Events

(a) Open Day Event


- i. All Open Day Event shall be hosted and coordinated by Marketing & Public Relations Team with the assistance of all the IBSUniversity staff members.
- ii. Stalls shall be allocated to each Department beginning with the Academic, Student Services, Finance, Logistics, Career Centre, Centre of Excellence to enable interested external clients, sponsors, parents and individuals to know more about the course offered by IBSUniversity and its fee structure and other related information from the IBSUniversity.
- iii. The Event Coordinator with approval from the Vice Chancellor shall ensure that Advertisements & Public Notices are sent out to the media a week before the Open Day itself.
- iv. The Marketing and Public Relations Team shall both organize and invite the Media for live coverage by various media outlets about the event.

(b) Annual Achievement Awards

- i. Annual Achievement Award (AAA) its important calendar event organized by the Event Coordinator, communicate to the IBSUniversity staff members a week before the event by the Marketing and Public Relations Team.
- ii. AAA event is an important event to award the best performing staffs from academic to non- academic. Marketing and Public Relations Team is required to take sole responsibility for:
 - Printing of certificates
 - Getting the Vice Chancellor to sign the certificates
 - Organize gift vouchers for the staff for the number of units they have delivered in any one particular academic year and non-academic staff for the best performance.

(c) Graduation

- i. The Marketing and Public Relations Team is responsible for coordinating and organizing the Graduation Day with the support of IBSUniversity staff members. This is an important calendar event.
- ii. With the approval of the Vice Chancellor, the Events Coordinator with the help of others in the department is responsible for the graduation preparation which includes:
 - printing of the Graduation Invitation cards for students and the corporate and invited guests,


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- printing of the graduation brochures to be given to graduands on graduation day,
 - sending invitation cards out either in person or via email
 - sending formal invitation request to the Royal Constabulary Police Band
 - Sending formal invitation request to a selected clergyman to deliver the prayer
 - Sending formal invitation to the and media representative for coverage of the event
- iii. Staff members of the Marketing and Public Relations Department must work closely with the Student Services to ensure that the Graduation Student Name List:
- provided by the Student Services is accurate,
 - is organized in an alphabetical order under correct course listings
 - shall be used to print certificates & degree certificates
 - shall be used to print the Graduation Brochure.
- iv. With approval from the Vice Chancellor, the Events Coordinator with the help of other staff members shall organize for the hire of the Stage decorator and the Music system as part of the venue preparation.
- v. The Marketing and Public Relation Team shall be responsible for the smooth flow of the Graduation Ceremony:
- organise graduands' seating arrangements
 - organise Photo Shoot seating arrangements
 - arrange the refreshment for the invited guest / VIP's / Media Personnel and IBSUniversity Staff.

The Marketing & Public Relations Team must ensure that any news items to the media regarding the Graduation Day must first have the approval of the Vice Chancellor.

(d) Induction Programme


- i. All Induction Programmes shall be the responsibility of the Corporate Affairs Department through Marketing & Public Relations Team.
- ii. The Event Coordinator shall be responsible for preparing the Induction Kit Folder. The Event Coordinator must collect from the Student Services the student list clearly stating the number of students enrolled for each Programme.
- iii. The Induction Programmes shall be conducted separately for the New Enrolments for the Bachelor Degree Programmes.

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- iv. All Departments are expected to send to the Marketing & Public Relations Team their updated versions of Student Services Booklet, Library Booklet, and Finance Booklet for the Induction purpose.
- v. The Event Coordinator shall ensure that the documents listed below are inserted into the Induction Kit:
 - ID Card,
 - Library Form,
 - Library Booklet,
 - Student Services Booklet,
 - Finance Booklet,
 - Batch Timetable.
- vi. The schedule for Induction in the beginning of each semester must be prepared and given by the respective Programme me Promoters to Manager Corporate Affairs at least one week in advance so that the Marketing & Public Relations Team can make arrangements for the Induction Kits and organize the required accessories for the Induction Programme.
- vii. The Induction Programme Schedule to be send by email to all IBSUniversity staff for their information and their possible presence during the Induction Programme.
- viii. The Manager Corporate Affairs shall ensure that the Induction Programme is done on time. If the advertisement or public notice is required for the Induction Programme, the respective Programme Promoter is expected to provide the information regarding the advertisement at least a week in advance to the Manager Corporate Affairs.
- ix. The Induction Programme shall end with the campus tour. The campus tour is carried out to introduce the new enrollees to the IBSUniversity services and where to locate in case of need. Particular points of interests will be the Study Hall, Library, Research Centre, Computer labs, Class rooms, Student Services, Finance Department, and other amenities like Cafeteria, Restrooms, etc.

9.6 Other Events

- (a) There are other Events that are planned and executed by the Event Coordinator as per the schedule. These include:
 - i. Student Representative Committee
 - ii. Staff Fun Day
 - iii. SEED – Academic & Cultural

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- iv. Industrial Visit
 - v. Sponsors Day
 - vi. Guest Lecture
 - vii. Alumni
 - viii. Sports day, and
 - ix. Brand Building activities like National School Debate Competition and School Mathematics and IT Competition
- (b) The Manager Corporate Affairs with the help of the Programme Promoter is responsible for organising the guest lecture for the Bachelor Degree students. This must be done with prior approval from the Vice Chancellor.
- (c) The planning and execution of all the events shall be properly done by the Event Coordinator under the supervision of the Manager Corporate Affairs.
- (d) The Communication about all the events should be send via email to the IBSUniversity Staff well in advance (a week before) by the Event Coordinator.
- (e) The Public Relations Officer in close consultation with both the Marketing & Public Relations Team and the Vice Chancellor will be responsible in ensuring that IBSUniversity campus is kept up to date on events happening.

10. PUBLICATIONS

10.1 Guidelines

The main purposes of IBSUniversity publications are:

- i. To add value to the corporate services provided by the university.
- ii. To disseminate the results of technical events and the meetings.
- iii. To disseminate the technical knowledge of IBSUniversity and non-IBSUniversity authors
- iv. To disseminate information on university projects, programmes and activities, together with their results
- v. To project a solid and single university image
- vi. To disseminate the results of summits, forums or meetings
- vii. To contribute to preserving the university's knowledge asset


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10.2 Procedures

- (a) All members of the university community—students, faculty, staff, alumni, donors and friends—are encouraged to recommend stories and photos for publication.
- (b) The Public Relations Officer is responsible for all IBSUniversity publications and these includes the processes involved in writing, editing and supervising the production of all college publications in order to maintain professional quality and timeliness.
- (c) The Public Relations Officer is responsible for supervising production of the publications and assuring professional quality and timeliness.
- (d) All publication submissions are normally screened against university priorities, newsworthiness, timeliness, availability of story resources and availability of writers and photographers before approval for publication. There are publications that can be exceptions to the rule.
- (e) Marketing and Public Relations writers are responsible for providing story ideas to the editors of publications, especially for topics covered in their writing beats. Other members of the office also are encouraged to recommend stories, articles and pictures.
- (f) The editor of a publication is responsible for sorting through recommended stories, adding other ideas and composing a story list for the upcoming issue. For major publications, the editor will present the list to the Vice Chancellor. The Vice Chancellor will approve the list or suggest changes and present the list to the Chairman.

The term “editor” refers to the editor or person responsible to coordinate a publication.


- (g) Upon the Manager’s approval of the story list. The editor will assign writers to the stories and give notice of the deadline date
- (h) The Editors shall assign stories in a timely manner, providing ample time for writers to complete the stories. In exceptional circumstances, the editor will consult with the writer and writer’s supervisor to reach an agreement on whether the writer can complete the story under a tight deadline. The manager will resolve any disagreement. If the writer is unavailable, the editor will find a freelance writer to perform the work.
- (i) The Manager Corporate Affairs or an editor in exceptional circumstances—will be responsible for obtaining freelance writers, when necessary. The editor will first consult with the manager to assure that the office budget permits hiring a freelancer. The editor will obtain a quote from the freelance writer providing a set fee for the project. The manager will sign the quote. The editor will provide a photocopy to the freelancer.
- (j) The Manager Corporate Affairs or the In-house Journalist will obtain freelance photographers for publications, if necessary.
- (k) Editors or the photographer will first consult the manager about any budget restraints. In exceptional circumstances, the editor may obtain the freelance photographer after consulting with the Vice Chancellor or the Chairman. In such cases the editor will obtain a quote from the freelance photographer providing a set fee for the project. The Vice

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Chancellor or the Chairman will sign the quote. The editor will provide a photocopy to the freelancer.

The term “exceptional circumstances” refers to an urgent situation when normal procedures cannot be followed in order to make an unbreakable deadline, such as delivery of a publication to be used at an upcoming event. Examples of exceptional circumstances include, but are not limited to: an unavailable decision-maker to meet a hard deadline decision; or when an administrator has ordered a project without providing adequate time for production and a decision must be made to meet a hard deadline.

- (l) The Public Relations Officer will obtain freelance graphic designers for publications, if necessary. The Public Relations Officer will first consult the Manager Corporate Affairs about any budget restraints. The Public Relations Officer will obtain a quote from the freelance graphic designer providing a set fee for the project. The Vice Chancellor will sign the quote. The editor will provide a photocopy to the freelancer.
- (m) The editor will assign photographs for a publication or assure that the writers do so. Photographs will be assigned in a timely manner to allow the photographer ample time to arrange the photograph.
- (n) In consultation with the editor, the graphics artist for design services will make graphic design assignments in a timely manner.
- (o) The Public Relation will assure that publications are bid out for printing. The In-house Journalist, according to experience and the demands of the project, may prepare bid specifications, submit the bid and communicate with a printer.
- (p) Writers, photographers and graphic designers are responsible for submitting copies of their items by set deadlines. The editor may grant an extension of a deadline. Writers, photographers, and graphic designers will notify the editor if other projects will prevent that person from meeting a deadline. The editor may consult with that person’s supervisor or request the director determine which projects take priority.
- (q) The Public Relations Officer will notify vendors and other departments, and provide production schedules for publications that require their services.
- (r) For major publications, the editor will provide both initial text and graphic design proofs to the Vice Chancellor via the Manager Corporate Affairs, and after approving or making editions, will proceed with final preparations for sending the publication to the printer.
- (s) For Minor Publications, the Public Relations Officer can finalize the material and publish after approval from the Corporate Affairs Manager.
- (t) If publications and design services disagree on a copy issue, the Manager Corporate Affairs will resolve the matter. In exceptional circumstances, the editor’s decision will prevail.
- (u) The Public Relations Officer shall ensure that a printer’s proof is acceptable and the project is ready to print. For major publications, the Manager Corporate Affairs must approve the printer’s proof. In exceptional circumstances, the Manager Corporate Affairs may instruct the printer to go to press.

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- (v) The Public Relations Officer or the editor shall ensure that the office manager will coordinate distribution of a publication to faculty and staff, using the group lists provided by the ICT Department.
- (w) The Public Relations Officer or the editor will ensure that the appropriate publications are posted to the college website with the approval of the Manager Corporate Affairs. Actual posting may be delegated to members of the office with the appropriate experience and training. Web-posting procedures shall be followed when publishing on the website.
- (x) All publications published through the Corporate Affairs Department are owned and copyrighted by IBSUniversity. Any reproduction, duplication, or web reproduction without written permission from the Corporate Affairs Department is prohibited.
- (y) Publication shall include University catalogue, recruitment materials, University Annual Report, IBS Journal of Business and Research, scholarship brochure, athletics brochure, and media guides.

The term “major publication” refers to any of the following publications: recruitment materials, The National, Post Courier, IBSUniversity Prospectus, College Annual Report, Weekly Digest, Monthly Insight and important special publications arising from time to time.

11. WEBSITE MANAGEMENT

11.1 Guidelines


- (a) Website Management entails these components:
 - i. Content Management System (CMS) – is a software which helps create, manage, and publish content to the University's website. The system provides access to a simple and non-technical means of web publishing.
 - ii. Electronic Information - is information that is stored, issued, distributed or forwarded as text, graphics, images and/or computer programme via any IBSUniversity computer hardware, facilities or networks.
 - iii. Non-Official Pages - are pages published to the University web servers by staff and students of the Institution that are personal and which are not subject to the Institution's quality assurance procedures and practices.
 - iv. Publishing - is placing text, print, images, video or sound on the Institution's website.
 - v. Senior Officers - include the Chairman, Board, Management Committees and Managers.
 - vi. Site or Website - University's official overall site. Pages on University web servers which service web applications should follow this Policy, unless a case is made to the Web Management Committee.

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- vii. Web Coordinator - the person designated by the Vice Chancellor or manager to maintain the website for the Division or unit.
 - viii. Web Management Committee (WMC) - the committee responsible for adherence to this Policy and standards for the Institution web environment. The WMC also has a senior advisory role on web and online strategy and processes.
 - ix. Web Curator - the person nominated by the WMC to coordinate the related operational matters as well as the development and implementation of the University's Web Policy and monitor policy compliance.
 - x. Faculty/Division/Office/Centre/Section Web Officer - is a member of staff responsible for maintaining the website for Faculties and/or Schools, Divisions, Offices, Centers or Sections of the University.
 - xi. Official Information/Pages - are the materials that have the official approval of the University and are subject to the University's quality assurance procedures and practices.
 - xii. Page Curator - is the person(s) in each Faculty, School, Division or Section who has been assigned responsibility for the maintenance of a designated page(s) on the site.
- (b) This Policy sets out IBSUniversity's management principles on the development, maintenance and use of its website.
- (c) The Policy aims to support the development, maintenance and use of the University's website to further the IBSUniversity's objectives, via both web design principles and the relevant compliance requirements.

11.2 Procedures

- (a) The University Web site will soon be managed by an IT Content Management System which ensures uniformity of colors, fonts, graphics and a universal navigation system, which appears at the top of all IBSUniversity Web pages.
- (b) All department pages represent the University. All pages should have the same look and feel. The colors that are used throughout the IBSUniversity website are as follows:
 - i. Add new color numbers when determined
 - IBSUniversity Red: EB2227
 - IBSUniversity Gold: F8CA10
 - IBSUniversity Silver: B0AFB0
 - ii. The website font is called Calibri is used throughout the entire site. Note: Since not all browsers may be able to read this font, Arial has been adapted as the alternate.
- (c) The homepage photo (also called header photo) is the main photo on the homepage.

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- (d) Any faculty, staff or student may submit a news article to the Public Relations Officer by following the instructions listed by the Public Relations Officer. The article will be reviewed and released to the public once the Vice Chancellor approves it. The Vice Chancellor maintains the right to reject articles in consultation with the Manager Corporate Affairs, which do not promote the strategic objectives of the University.
- (e) The Public Relations Officer will solicit comments, information and technology requirements from subject matter experts.
- (f) The Public Relations Officer will work with other marketing and public relations team members to provide content, design and layout for the site.
- (g) The Web Content Coordinator will post and write homepage photo captions (most likely taken by the University photographer).
- (h) Homepage photos generally show:
 - i. Students in action
 - ii. Faculty and staff events
 - iii. Notable faculty, staff, and students
 - iv. Campus beauty shots
 - v. Sports events
- (i) Photo ideas for a homepage photo should be submitted to the Web Content Coordinator. Note that the request is subject to approval and not all requests will be approved. Note that the photo should conform to these dimensions:
- (j) The Photographer and Web Content Coordinator shall work together to edit photographs to meet specified requirements of photo size and proportions and make a submission to the Web Content Coordinator for approval.

Note that the request is subject to approval and not all requests will be approved.

12. DESIGN SERVICES, PHOTOGRAPHY, VIDEOGRAPHY

12.1 Guidelines

- (a) Design Services include all the designing using computers and advanced software Programmes like InDesign, Photoshop, CorelDraw, etc. Photography and Videography refers to the imaging services done by the Arts and Design team during all the events.
- (b) This policy provides clarity in the conduct of design, photo and video services to assist the Marketing and Public Relations Team.
- (c) Photography provides images to market IBSUniversity to the University's faculty, staff and the public through a variety of media including web, newspaper and print publications.


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12.2 Design Services

- (a) The Design and Arts Coordinator will communicate with the appropriate media relations or publications staff member in the Marketing and Public Relations Team concerning use of the requested photo.
- (b) Upon receipt of the Print Request Form, the client will be notified by email that the request is scheduled or cannot be met.
- (c) Images submitted for publication must meet a standard suitable for publication

12.3 Photography


- (a) Clients must complete a Photo Request Form and submit it to the photography coordinator prior to an event or photo shoot. Two weeks' notice is required for major projects.
- (b) Requests for IBSUniversity's photography services are honored based on the priorities of the University. All other requests will be processed on a first-come, first-served basis.
- (c) Requests are prioritized and entered into a project queue based on the following factors:
 - i. Date the project is received
 - ii. Project deadline
 - iii. Complexity of the project
- (d) It is possible that not all photography requests may be met based on time and resource constraints. At these times, a person from photography services may recommend a freelance photographer (to be paid by the requesting department).
- (e) Any changes and or cancellations must be communicated immediately to the Design & Arts Coordinator. Failure to do so may result in charges to the requesting party if a freelance photographer is involved.
- (f) All photo shoots are limited to two hours. In the event that the photo shoot requires additional time, the requesting party must specify an estimate of the time required to complete the photo shoot.
- (g) Evening and weekend photo shoots are provided only if there is no other time available to photograph the event or subject.
- (h) If a scheduling conflict occurs, a freelance photographer may be hired by the Marketing and Public Relations Team, or a freelance photographer may be recommended for possible hire by the requesting individual/department. (See the Videography section for further explanation).
- (i) Photos submitted must be original work. Photos of paintings or any other copyrighted materials are prohibited from being published.
- (j) Person(s) appearing in the images may need to sign a Photo Release Form

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- (k) Images to have to be sharp, with plenty of detail. The resolution has to be at least 250 to 300 pixels per square inch or ppi (dpi- old school.)
- (l) Images have to be color-corrected for reproduction quality
- (m) Only IBSUniversity employees may request IBSUniversity’s photographic services.
- (n) Cost associated with prints or CDs requested by the client will be the responsibility of the client.
- (o) All images taken by the University photographer are owned and copyrighted by IBSUniversity. Any reproduction, duplication, transmission or publication without written permission from the Corporate Affairs Department is prohibited.
- (p) No images taken by the University photographer may be used by a third party as a tool to promote an agency, organization or individual, publication.
- (q) Any subject under 17 years of age must have a parent or guardian’s permission in writing to be photographed by an IBSUniversity photographer.

12.4 Videography


- (a) Videography chronicles on tape and other electronic media, moving images to support college-wide special events, courses, lectures, seminars and other academic programme needs.
- (b) It is possible that not all videography requests may be met based on time and resource constraints. At these times, a person from videography may recommend a freelance videographer (to be paid by the requesting department).
- (c) Requests for services must be made directly to the Videography Coordinator since these services are uniquely customized programmes made to client specifications. Communication between the client and the coordinator is essential to ensure the correct details and information are shared and the appropriate video support is provided.
- (d) Projects initiated by a University committee must have one person assigned as the client who will direct the project and give final approval.
- (e) Only IBSUniversity employees may request IBSUniversity’s video services. Partners and friends of the University require special permission. IBSUniversity students must work through an IBSUniversity employee who will serve as the primary contact for the Corporate Affairs Department.
- (f) Videography strives to comply with copyright law, and requires a client to obtain written approval to use any copyrighted video or audio components included in a project.
- (g) All recorded images are owned and copyrighted by IBSUniversity. Any reproduction, duplication, broadcast or web streaming without written permission from the Corporate Affairs Department is prohibited.

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- (h) In some circumstances, the client may be required to pay costs for unusual requests (i.e. rental of equipment not owned by the University, or hiring freelance support). The Videography Coordinator will inform the client of any needs and associated costs, and obtain the client's approval before proceeding.
- (i) Videography will provide three DVD or VHS (client's choice) copies of the completed programme to the client. Outside vendors may make additional copies or copies on other video formats at the client's expense.
- (j) Evening and weekend shoots are provided only if there is no other time available to shoot the event or subject. Evening shoots should be scheduled in advance. Weekend shoots should be scheduled in advance. Failure to schedule evening or weekend shoots within these time frames may result in the event not being covered by Video Services.
- (k) The length of time it takes to complete a video project may vary due to the size and complexity of the project. The Videography Coordinator will provide an initial estimate on project delivery date. Any changes or delays on the clients' part could delay the delivery of the project.

PART 3. FORMS

<u>Code</u>	<u>Title</u>
COR0003	Media Questionnaire for Events
COR0004	Event Planning Checklist
COR0005	Event Budget Request

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