

# **Texas Woman's University Regent Policy**

**Regent Policy Name: Marketing and Communication Policy**

**Regent Policy Number: Regent Policy: B.20300**

## **POLICY STATEMENT**

It is the policy of Texas Woman's University ("TWU" or "University") to have and maintain a high-performing and efficient Marketing and Communication division. TWU's marketing and communication ("M&C") activities are essential for recruiting outstanding students, faculty and staff; attracting external funding by building awareness and appreciation for TWU; creating new strategic external relationships (including community organizations); building and enhancing TWU's reputation and stature; informing alumni of the university's successes and achievements to help build and expand philanthropic support; and informing the general public, including Texas residents and elected and appointed officials across the state, about the outstanding progress TWU continues to make in educating students and applying knowledge and research that addresses societal needs.

## **APPLICABILITY**

The policy is applicable to TWU Students, Faculty, Staff, Guests, and University Affiliates.

## **DEFINITIONS**

1. "Faculty" means a person who is employed by TWU as a member of the faculty and whose duties include teaching, research, service, and administration. Professional librarians and graduate assistant titles are excluded from the definition of faculty.
2. "Guest" means any individual not affiliated with TWU.
3. "Staff" means each classified, administrative, and professional employee who is appointed to work at least 20 hours each week for a period of four and one-half months, excluding students employed in positions for which student status is required as a condition of employment and those employees holding teaching or research positions classified as faculty.
4. "Student" means a person taking courses at TWU, a person who is not currently enrolled in courses but who has a continuing academic relationship with TWU, or a person who has been admitted or readmitted to TWU.

5. “University Affiliate” means any individual associated with TWU in a capacity other than as a Student or Employee who has access to TWU resources through a contractual arrangement or other association. This includes the following individuals:
  - a. Contractors and Vendors: an individual, business, or governmental entity that has a fully executed contract to provide goods or services to TWU. This includes employees of contractors or vendors and independent contractors.
  - b. Employee of a Governmental Agency: an individual employed by a federal or Texas state agency.
  - c. Employee of a TWU-Affiliated Institution: an individual who works for organizations that are tightly aligned with the University.
  - d. Pre-Employment Individual: an individual who will be hired by the University and the hiring department has sponsored their access to TWU resources.
  - e. Other University Affiliate: any individual who does not fit into any other category and needs access to TWU resources.

## **POLICY**

### **University Regulations and Procedures – Marketing and Communication**

Adoption of Regulations and Procedures. TWU is committed to the development and maintenance of an effective Marketing and Communication structure. TWU shall adopt University Regulations and Procedures concerning Marketing and Communication consistent with state and federal law.

## **REVIEW**

This policy will remain in effect and published until it is reviewed, updated, or archived. This policy is to be reviewed once every six years. Interim review may be required as a result of updates to federal and state law or regulations, or internal processes or procedures.

## **REFERENCES**

None

## **FORMS AND TOOLS**

None

**Adopted: November 10, 2016**

**Revised: August 12, 2022**