



Chapter 13

Marketing and Communications Policy

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13.001 – Marketing and Communications Policy

The purpose of this policy is to establish the responsibility and standards of Eastern Oklahoma State College's branding, marketing and communication efforts to ensure information provided is accurate, timely and appropriate. This applies to all Eastern locations, divisions, departments, and programs.

The overall development and application of marketing and communications strategies throughout Eastern Oklahoma State College rests primarily with the Office of Marketing and Communications. The office is charged with oversight for the development of marketing and communication strategies, and for coordinating the external communications activities of the entire college.

The Office of Marketing and Communications has the responsibility and authority to accomplish the following objective on behalf of Eastern:

- Create, manage, and distribute official statements, releases, and comments to the media, in coordination with the President of the College.
- Create, manage, and distribute communications to all audiences.
- Create, revise, enforce, and implement the Eastern brand.
- Facilitate or manage printing services via the on-campus print shop for outside vendors.

All Eastern advertising, publications and other external communication activities will be coordinated through, and approved by, the Office of Marketing and Communications. This ensures accuracy and timeliness of the message, as well as the quality control, appropriateness and consistency of the Eastern image. These activities include, but are not limited to:

- Print and electronic publications (magazines, booklets, fliers, newsletters, brochures, posters, signs, etc.)
- Logos and branding
- Advertising (television, radio, billboard, magazine, newspaper, website, social media, etc.)
- News releases and other media relations
- Primary Eastern websites and social media accounts
- Promotional videos
- Emergency communications

Eastern strives to maintain clear and accurate communication with outside audiences using several printed and electronic materials related to the College's programs, requirements, faculty, costs, and accreditation relationships. All materials are created with Eastern's mission and core values in mind and each item undergoes a thorough review and editing process by the directors and staff involved to ensure the information provided is accurate, timely and appropriate.

The process for creating and updating marketing materials and other external communications at Eastern involves collaboration between several offices. Eastern's marketing materials are

produced by the Office of Marketing and Communications, in consultation with Academic Division Deans, Department Directors, and other appropriate faculty and staff. The goal of each marketing piece and communication is to accurately reflect the mission, values, academic programs, and campus culture of Eastern Oklahoma State College.

A new project often begins with either an in-person meeting or the completion of an online Marketing Project Request Form. The Office of Marketing and Communications handles all production services, including writing, editing, creative conception, photography, videography, design, and print production. Proofs of the marketing materials are shared with appropriate faculty and staff for thorough review to ensure accuracy, clarity, and data verification. Materials with large production volumes or the potential for high viewership on the website are often shared with members of the Eastern Administration for their review prior to launch.

Logos

Eastern Oklahoma State College's name, logo and seal are the official emblems and graphic marks for the institution. The logos and graphic marks are not to be modified by changing the font, proportions, color or other design alterations. The logos and graphic marks should be used by all Eastern locations, divisions, departments and programs on all internal and external printed and electronic materials representing the college (including letterhead, business cards, reports, publications, presentations, signage, etc.).

Public Relations and News Media

The Office of Marketing and Communications serves both the Eastern community and the news media as the central resource and primary point of contact for all news media representatives. As the primary liaison between the institution and the media, the Office of Marketing and Communication will:

- Provide accurate and timely information of public and media interest in a professional prepared format consistent with the standards and guidelines of the Associated Press (AP) Style Book
- Maintain updates of the news section of the Eastern website
- Monitor media mentions
- Advise and assist with talking points, news conferences and media strategies
- As appropriate, arrange interviews with administrators, faculty, staff and students with representatives of the news media
- Assist media representatives in locating sources of information at Eastern
- Maintain current media contact lists
- Serve as Public Information Officer (PIO) and official spokesperson for Eastern

13.002 – Misrepresentation Policy

Eastern Oklahoma State College is prohibited under federal regulations (34 CFR 668.71, 668.72, 668.73, 668.74, CDL GEN-11-05) from making any false, erroneous, or misleading statement directly or indirectly to a student, prospective student, general public, accrediting agency, state

agency, or to the U.S. Department of Education. Eastern will make every effort to provide accurate, honest, and clear information in print, online, broadcast media, or oral presentations.

A misleading statement includes any statement that has the likelihood or tendency to deceive or confuse. A statement is any communication made in writing, visually, orally, or through other means.

Misrepresentation is defined as any false, erroneous or misleading statement made by an institution or one of its representatives directly or indirectly to a student, prospective student, family of either, accrediting agency, state agency, any members of the public, or the U.S. Department of Education. This includes the dissemination of a student endorsement or testimonial given under duress or because the institution required the student to provide the endorsement to participate in a program. Federal regulations further provide that substantial misrepresentation is any misrepresentation on which the person to whom it was made could reasonably be expected to rely, or has reasonably relied, to that person's detriment.

The regulatory provisions describe misrepresentation by Eastern, one of its representatives, or other related parties with respect to:

- The nature of an institution's educational programs
- The nature of an institution's financial charges
- The employability of an institution's graduates
- Relationship with the U.S. Department of Education.

A Title IV eligible institution, its representatives, or any organization or person with whom the eligible institution has an agreement may not describe the eligible institution's participation in the Title IV, Higher Education Act programs in a manner that suggests approval or endorsement by the U.S. Department of Education of the quality of its educational programs.

Procedures

Eastern prohibits the use of statements that tend to misrepresent academic programs or related admissions and financial aid procedures.

The Director of Marketing and Communications is responsible for ensuring all promotional materials, print and electronic advertisements, videos and other marketing materials are accurate, honest and clear. Electronic copies of all materials will be archived in the Office of Marketing and Communications.

The Vice President of Academic Affairs is responsible for the training of employees under his/her supervision regarding misrepresentation of the following areas:

- admissions requirements
- accreditation status
- transfer of course credits
- requirements for successfully completing the course of study or program
- the institution's size, location, facilities or equipment

- programs as they relate to employability
- the number, availability and qualifications, including the training and experience, of faculty
- availability of tutorial or specialized instruction, guidance and counseling
- nature or extent of any prerequisites established for enrollment
- degree, diploma, certificate of completion that the student is awarded upon completion of the course of study
- placement or employment services
- knowledge about current or likely future employment conditions, compensation, or opportunities

The Vice President of Business Affairs and the Director of Financial Aid is responsible for the training of employees under their supervision regarding misrepresentation of the following areas:

- financial assistance including financial aid, scholarships, and loans
- tuition and fees
- refunds if a student does not complete a program

Disciplinary Action

Any violation of this policy will be taken seriously and Eastern will ensure that it is not repeated. Any employee's conduct resulting in disciplinary actions from misrepresentation activity will be documented in the Office of Human Resources and maintained in the employee's personnel file. Any Eastern employee who violates this policy may be subject to disciplinary action up to and including termination. Concerns about possible misrepresentation may be reported to the Vice President of Academic Affairs or the Vice President of Business Affairs.

13.003 – Eastern Stationery

Eastern Oklahoma State College stationery will only be used for correspondence that contributes to the mission of the College. Stationery for commercial, political, personal, or non-college purposes is strictly prohibited.

Information approved for printed College stationery:

- name of the College
- name of the department
- telephone and fax numbers
- buildings and room numbers
- city, state, zip code
- College official website
- College logo

Information approved for printed College envelopes:

- name of College
- College logo
- name of the department
- city, state, zip code

13.004 – Digital Media Policy

This policy applies to all individuals involved in the creation, contribution, or distribution of content related to Eastern through digital media, including social media platforms.

Digital media encompasses communications facilitated by technology, such as online channels, mobile apps, and other digital communication tools.

When integrated strategically, digital media platforms support the goals and mission of the college programs, divisions, and organizations by connecting with targeted audiences in meaningful ways.

Guidelines

Individuals managing digital media platforms must ensure that all content aligns with Eastern's voice and values. Content should reflect positively on the College, as it is visible not only to current students, faculty, and staff but also to prospective students, alumni, and external audiences.

Anyone communicating on behalf of a College department, organization, or program must understand and comply with the College's digital media guidelines for both personal and professional use of social media.

13.005 – Advertising

Eastern may purchase advertising as appropriate to advance the institution's mission.

Advertising encompasses various formats, including but not limited to:

- Print media (newspapers, magazines, brochures)
- Broadcast (radio, television)
- Web and social media platforms
- Outdoor advertising (billboards)
- Direct mail

The use of the college logo in any advertising, promotional material, or merchandise (e.g. apparel, mugs, pens) must comply with the college's visual standards style guide. Items must be produced or approved by the Director of Marketing.

Procedures

Advertising aimed at recruiting employment applicants must be coordinated through the Office of Human Resources.

Eastern's Office of Marketing and Communications holds exclusive authority to negotiate, approve, and execute advertising commitments. It ensures that all advertisements align with the College visual and editorial standards.

All advertising agreements must comply with college purchasing guidelines, regardless of the contract value.