

12-01-00 Marketing and Communications Policy

PURPOSE

Effective marketing and communication is crucial to Nashville State's capacity to attract and retain exceptional students, faculty, and staff, to secure resources for its fundamental mission, and to preserve the support and backing of vital stakeholders such as students, faculty, staff, alumni, donors, legislators, and the general public. This policy is intended to be an overarching marketing and communication policy and seeks to align marketing and communication efforts with Nashville State's utmost standards in quality.

DEFINITIONS

- **College.** For the purpose of this policy, "College" refers to Nashville State Community College.
- **Associate Vice President of Communications and Marketing (AVPCM).** The College's president shall appoint the AVPCM as the responsible authority for directing the formulation, implementation, and management of the College's marketing, advertising, and public relations strategies and efforts. To ensure alignment with the College's vision and policies, the President reserves the right to require that the AVPCM seek approval or provide consultation on specific strategic decisions or policy matters as delineated herein.
- **Director of Marketing (DM).** Marketing officer of the College.
- **Spokesperson.** The College's president designates the College Spokesperson who oversees official public and news media communications. For Nashville State, the AVPCM serves as the primary spokesperson, outside of the President, and can work with faculty and staff to serve as spokespeople on specific initiatives, programs, or projects.

POLICY/GUIDELINE

I. **Communications and Marketing**

- A. Marketing and communications materials for the College shall comply with all marketing and communications-related policies.
- B. The AVPCM or DM or their designee must review and approve materials intended for external audiences as outlined all marketing and communications policies (the advertising policy, branding policy, social media policy, publications policy, web publishing policy, and mass communications policy).
- C. External marketing and communications consultants or contracts for marketing and communications-related services, including advertising, may be retained only with the

prior approval of the AVPCM, and must work through the Communications and Marketing's office, regardless of funding source.

II. Endorsements

- A. Direct or indirect, implied or inferred institutional endorsement of a product, service, or company is prohibited.
 - 1. The identification of an individual's relationship to the College is permitted.
 - 2. Companies and/or products that support the college or offer discounts offered to students, faculty, staff, or the campus community may be listed, provided such listing does not state or imply endorsement.
- B. Businesses selling officially licensed College products may use those products in their advertising. There must be no implication that the College endorses the business beyond having the ability to sell officially licensed products. A statement such as "selling officially licensed Nashville State products" may be used.

III. Communications and Public Relations

- A. The College president shall appoint an official College spokesperson and backup, regardless of the official college titles.
- B. The President, Spokesperson and their designee(s) are the only persons authorized to initiate communications with or respond to news media on behalf of the College, including media releases, public notices, and interviews.

IV. Exceptions and Exemptions to Marketing and Communications Policies

- A. It is understood that Nashville State at some point may have cross-functional duties between marketing and communications. Thus, Nashville State is expected to comply with the intent outlined in this policy regardless of organizational design or title.
- B. Marketing and communications policies do not apply to instructional materials, student newspapers, yearbooks, research-related publications, research reports, work processing forms, job postings, and auxiliary operations. Still, they are expected to comply with the intent of the policies in representing the College's established marketing, branding, and communications guidelines.
- C. The AVPCM must approve all other exceptions on a case-by-case basis.
- D. The AVPCM may delegate authority outlined in any marketing and communicate policy to a subordinate.

- E. The AVPCM has the authority to act, in their respective capacities, on behalf of the College when deemed necessary for the betterment of the College.

SOURCES

- [T.C.A. § 49-8-203](#)
- [TBR Policy 9.01.00.00 Marketing and Communications Policy](#)

RELATED POLICIES

N/A

Approved by NSCC Cabinet 10/14/24