



---

## Procedure Summary

---

Texas A&M University-Corpus Christi (TAMU-CC) utilizes various electronic and print methods to communicate to the 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.

---

## Procedure

---

### 1. GENERAL

Official messaging is used to communicate to TAMU-CC's audiences, including prospective and current students and families, alumni, the media, and the public. As such, messaging should reflect the mission and values of the university. In order to facilitate timely communication, members of 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. Each vice president has the authority to approve messages for their division as well as to delegate the authority to approve campus wide emails.

### 3. CAMPUS CALENDAR

The campus calendar can be filtered by categories of interest to the university community including academics, athletics, student-only events, and more. Campus users may submit items for publication on the campus calendar via the Division of Marketing and Communications (MARCOM) Request Services webpage. Requested items are routed to MARCOM for publication. Please allow five (5) business days for approval/publication. MARCOM reserves the right to decline or edit announcements to fit university format and style.

### 4. MEDIA

The Director of Athletics or their designee is responsible for approving media interview requests and for issuing news releases and media alerts connected to athletic activities. All other media requests for the university shall adhere to the following:

4.1. News Releases and Media Alerts

All news releases and media alerts will be sent by MARCOM. Requests for communication to the media should be directed to [communications@tamucc.edu](mailto:communications@tamucc.edu).

4.2. Interview Requests

MARCOM will reach out to appropriate representatives if the media requests interviews with campus experts. Direct requests for interviews from media representatives should be sent to MARCOM. Interviews should not be granted without MARCOM's prior knowledge.

5. SOCIAL MEDIA

Official department, academic unit (e.g., colleges, 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. External newsletters may not be created, published, or distributed without approval from the division vice president or designee. Newsletter content that was previously approved for other uses does not need additional approval for usage.

7. CAMPUS DIGITAL MONITORS AND ELECTRONIC SIGNAGE

Digital monitors and electronic signage are strategically placed across campus to increase communication regarding key initiatives and campus events and are managed by the University Center Scheduling Office staff. To submit an announcement for digital monitors and electronic signage, visit University Center's website for information and guidelines for submission.

8. MARQUEE SIGNS

Marquee signs are utilized to publicize university events and initiatives. Inclusion of content on the signs is at the discretion of MARCOM based on availability. External events and messages are not permitted. To request inclusion on the signs, email [communications@tamucc.edu](mailto: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 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 one or more of the above sections must be reviewed and approved by the division vice president or 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.C0.01, University Information](#)

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](#)

---

## Contact Office

---

Contact for clarification and interpretation: Vice President for Marketing and Communications  
(361) 825-2420