

Campus Promotional Information Policy

SEU provides various avenues for promoting campus events and distributing information to students, faculty and staff. Below are the details regarding the policies for these outlets:

- **Student Information E-mails** – mass emails sent to the student body.
- **SEU Highlights** – a weekly newsletter of upcoming events happening on campus sent to students, faculty and staff.
- **Tuesday Chapel Announcements** recorded announcements shown in Tuesday chapels.
- **Digital Signage Boards** – digital screens located throughout the campus that displays campus information.
- **Mailbox Stuffers** - flyers distributed in campus mailboxes.

Student Information Emails	
Include Upon Sending to studentinfo@seu.edu :	Policy:
• Who • What • When • Where • Why • Cost • Contact information	• Must be sent to Student Info at least three days prior to event. • Content of the email must pertain to, or be of interest to, a large portion of the student body. This includes: global, A and B level events. • Must be for the promotion and representation of a chartered club or organization, college or department. • E-mails must be pre-written, without grammatical and spelling errors, and ready to be sent out upon receiving. • Emails received through Student Info must have written consent within the email from a faculty or staff member to verify that the information can be sent out on behalf of the represented party. • Fonts must be easily legible and of readable size. • All photos and graphics inserted within the body of the email must be clear, relevant, and aesthetically appealing to viewers.
SEU Highlights Newsletter (Student Newsletter)	
Include Upon Sending to seuhighlights@seu.edu :	Policy:
• Who • What • When • Where • Why (brief description of event) • Cost • Contact information • Graphic/Photo	• Information must be sent to SEU Highlights no later than the Tuesday prior to the event by 4:00 p.m. • Content sent to SEU Highlights must pertain to, or be of interest to, a large portion of the student body. This includes: global, A, B and C level events. • Content must be for the promotion and representation of a chartered club or organization, college, or department. • Information received through SEU Highlights must have written consent from a faculty or staff member to verify that the information can be sent out on behalf of the represented party.
Tuesday Chapel Announcements	
Include Upon Sending to chapelannouncements@seu.edu	Policy:

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• Who • What • When • Where • Why • Cost • Contact Information • Any extra details necessary for announcing • Graphic/Slide (1920x1080; high res (atleast 300 DPI)	• Announcement is to be sent at least two weeks prior to the event (and no later than a week prior). • Maximum of four announcements per week (first come, first serve). • Content of the announcement must pertain to, or be of interest to, a large portion of the student body. This includes: Global, A and B level events. • Must be for the promotion and representation of a chartered club or organization, college, or department. • All graphics must be in jpeg format, 1920x1080 and high res (atleast 300 DPI) • Announcement must have written consent from a faculty or staff member to verify that the information can be vocalized on behalf of the represented party.
Digital Signage	
Include Upon Sending to signs@seu.edu:	Policy:
• Who • What • When • Where • Why • Cost (if any) • Contact information	• Digital sign must be sent at least 2 weeks prior to event date to ensure event gets proper advertising • Content of the digital sign must pertain only to SEU related events or information. NO OUTSIDE EVENTS will be published. • All signs must be sent in a .JPG format • Each sign must be 1920 (height) x 1080 (wide). • Signs will stay up on Digital Signage until event is over. If the sign is not a dated event, include how long you want your sign to stay up. Time frame cannot exceed one month. • Refrain from wordiness. Keep it simple so others can get the information they need to know within the 10-15 second window. • Fonts must be easily legible and of a readable size
Inside SEU (Faculty & Staff Newsletter)	
Include Upon Sending to insideseu@seu.edu	Policy:
• Provide an example write up to be included in the newsletter including the following: • Who • What • When • Where • Why (brief description of event) • Cost • Contact information • Graphic/Photo	• Information must be sent in at least 2 weeks prior to the event date. • Content sent to Inside SEU must pertain to, or be of interest to, a large portion of faculty and staff.
External Communication of Events (Local Media Outlets)	
Include Upon Sending to dcdavis@seu.edu	Policy:
• Who • What • When	• Information must be sent in at least 3 weeks prior to event date.

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• Where • Why (brief description of event) • Cost • Contact information • Graphic/Photo	• Information must perratin to an on-campus event, student sponsored and club sponsored events that would be of interest to the local community.
Mailbox Stuffers	
Include on Fliers for Distribution:	Policy:
• Who • What • When • Where • Why • Cost (if any) • Contact information	• A request-for-distribution form must be filled out completely and signed by the department head or supervisor. • Form can be accesses on SFNET under “Campus Mail Request for Distribution Form” • Form needs to be brought by or emailed to the Campus Mail department amhardin@seu.edu with a sample of the announcement attached at least one week prior to distribution date. • Paper inserts cannot be smaller that a 5 ½” X 8 ½” and no longer than 8 1/2 “ x 11” • Box stuffers cannot be duplicated on BLUE or YELLOW paper. • Due to the increased number of box stuffer requests and the need to allow all campus departments equal access to box stuffers, each campus department or organization is limited to no more than one box stuffer per week. • Churches and non-SEU organizations are allowed two approved stuffers per semester and must follow the authorization procedure and guidelines. This approval is guided by limits on commercial advertisements and employment inquiries, and must be of general interest to the whole campus community • Campus Mail department approval must be secured a minimum of one week prior to the anticipated distribution date and BEFORE flyers are duplicated. This will allow for the project to be fit into the Campus Mail department’s ongoing workload. • No Stuffers will be processed on Mondays.