

# Communications

The Office of Communications is responsible for managing the University's advertising, brand and identity messaging, and publicity programs, overseeing the [www.converse.edu](http://www.converse.edu) website, producing major publications, and maintaining the overall image and graphic identity of Converse University. Located in Wilson Hall, the office encourages students to utilize the resources and experience available to obtain publicity for their events and share news of their significant achievements. Students should contact the Communications Office at [communications@converse.edu](mailto:communications@converse.edu) to request assistance, with lead time of at least 3 weeks prior to when materials are needed (more complex materials will require longer lead time).

## Converse Events Calendar

The official public Converse events calendar is located on the University website at [www.converse.edu/calendar](http://www.converse.edu/calendar). All public-facing Converse events should be submitted to the web calendar. Student organizations wishing to schedule an event must submit an event registration form to the Coordinator of Student Activities, Clubs, & Organizations and receive approval for the event prior to entering it onto the web calendar. The Office of Communications sends all relevant public events on the calendar to news media outlets and/or community calendars each month.

Add or edit an event on the web calendar:

1. Visit [www.converse.edu/addevent](http://www.converse.edu/addevent) Enter your event information into the form, keeping in mind that compelling descriptive language will be most effective in generating an audience for your event
2. One your event is submitted, it will be reviewed and uploaded by the Communications team within one business day.

## Calendars on My.Converse

Google calendars for internal events are posted on [My.Converse.edu](http://My.Converse.edu). Each calendar is maintained by their corresponding department. Student Organizations who want their events posted on the SGA calendar should use the SGA Event/Fundraiser form located at [my.converse.edu](http://my.converse.edu). Log in is required. Events, if approved via email notification, will be posted on the SGA calendar and room reservations can be made. Any modifications of the event must be sent to the Coordinator of Student Activities, Clubs, & Organizations. Adding events to this calendar increases your event's likelihood of greater campus visibility as the Communications team pulls information from this calendar for social media coverage and spotlights in the monthly student newsletter, although coverage is not guaranteed.

## Daily Announcements

Students can use Daily Announcements to distribute news and information relevant to the greater campus community and to the mission of Converse University. Individual mass emails to the campus community are prohibited. Personal announcements are not permitted. Information can be targeted to students, faculty, or staff, or any combination of these groups. Messages to smaller groups, such as your class or organization, should be sent directly to these groups by using the group email addresses.

The Daily Announcements E-mail is distributed each morning around 9 am, Monday-Friday. Announcements are not distributed on weekends or during University breaks. The deadline for submitting an announcement is 8:00 am the day the announcement is requested to run. To submit an announcement, go to [my.converse.edu](http://my.converse.edu) and log in with your Converse username and password, then

select the Daily Announcements from the menu on the left side of the page to enter your announcement. The direct link to submit a Daily Announcement is: [https://my.converse.edu/ICS/Offices/Communications/Daily\\_Announcements.jnz](https://my.converse.edu/ICS/Offices/Communications/Daily_Announcements.jnz)

Announcements should not be repeated for more than three consecutive days or five times total.

## Share Your Accomplishments

Converse publishes Community News, brief shout-outs for student, faculty and staff accolades, via our website and social media. If you have an accomplishment to share, please send it to [www.converse.edu/communitynews](http://www.converse.edu/communitynews). Submissions to this form are not guaranteed to be published.

## Converse Email Signature Tools

All Converse students are encouraged to customize a Converse Email Signature for their email accounts. Tools are provided for creating a Converse logo signature on the Communications office page of my.converse, as well as through the direct links below:

- [Gmail Instructions](#)
- [Outlook Instructions](#)
- Having trouble? [Checkout this video for a quick workaround!](#)

## Photo Opt-Out Policy

Converse University takes pictures and video around campus and at many University events throughout the year. This media is published in a variety of manners including the University's print publications, print and digital advertisements, the Converse website, and on Converse social media channels for purposes of education, publicity, and student recruitment.

Should a student not wish to be photographed or recorded by a Converse University photographer, or have their name or biographical information used in connection with any such media, they must submit the Opt Out Request Form with an attached current photograph to the Office of Communications. Students who submit opt out notice are also responsible for removing themselves from areas in which photography and/or recording is taking place, or notifying the photographer of their opt out status. Failure to do so may result in that individual's inclusion in a photograph or recording and will be treated as consent for the University to use that media accordingly. The Opt Out Request Form can be found online at [www.converse.edu/PhotoOptOut](http://www.converse.edu/PhotoOptOut).

Images and videos taken in public spaces and/or at public events do not require authorization for publication. Your presence in or around university facilities and/or properties, as well as at off-campus University-sponsored events, constitutes your consent to the capture and/or use of your image and/or voice by Converse University, and waives any claims or rights, whether in law or in equity.

**When an opt-out request is on file, Converse University will make every effort to honor that student's opt-out status, even in public spaces or at public events.**