

6. Communications

The Office of Communications is responsible for supporting strategic initiatives of the University that advance institutional visibility and reputation, working collaboratively to provide communications and marketing planning in accordance with the University's vision and institutional priorities. The Communications team serves the external community by building awareness through the management of brand and identity messaging, official print and digital publications, the Converse website, primary social media sites, strategic public relations initiatives, the Converse press and media kit, institutional advertising, photography and video assets, and the release of news.

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 extension 9504 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). The office also provides the campus community with in-house counsel for strategic and creative communications, and can provide recommendations for external vendors for design, print, photography and video production.

Daily Announcements

Students should use Daily Announcements to distribute news and information that is directly relevant to the greater campus community and to the mission of Converse University. Information can be targeted to students, faculty, staff, or any combination of these groups. Personal announcements are not permitted.

The Daily Announcements email is sent each business day except for weekends and when the University is closed. Announcements must be submitted by 8:30 AM on the first day they are to be published.

To submit an announcement, visit my.converse.edu and log in with your Converse username and password, then select Daily Announcements in the left menu to enter your announcement.

Announcements may run for three consecutive days or five times in total. The Daily Announcements team reserves the right to edit announcements for length and content.

Share Your Accomplishments

Converse publishes selected Community News, brief shout-outs for student, faculty and staff accolades, via our website. If you have an accomplishment to share, please send it to www.converse.edu/communitynews/

Converse Email Signature Tools

All Converse students are encouraged to customize a Converse Email Signature for their email accounts. Email signature instructions can be found on my.converse.edu in the [Students section](#).

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 an 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 <https://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.