STANDARDS FOR UNIVERSITY OPERATIONS HANDBOOK

REPRESENTING THE UNIVERSITY
Occasionally, representatives of various media outlets may contact university administrators for comment about issues regarding Rutgers, individual members of the university community, or higher education policies and trends. It is important that administrators not grant interviews or provide comment to reporters prior to consulting with one of the university’s media relations offices. The professionals in these offices can help determine the nature of the request and identify an appropriate spokesperson. They can further assist by determining the reporter’s deadline and with gathering information needed for a response.

The goal is to advance Rutgers’ reputation, mission, and goals, and the office serves as the university’s primary liaison with campus, local, regional, national, and international media. The office provides accurate and timely responses to media requests for information and coordinates emergency communications with campus-based and external media. It also provides public relations support and advice to the faculty, administration, and governing boards.

If you are contacted by a reporter about any issue concerning the university, call the Office of Media Relations and Communications before making any comment to the reporter. On the Newark campus, contact the Office of Campus Communications; on the Camden campus, call the Public Information Office.

For more information on the Office of Media Relations and Communications, visit its web site at ur.rutgers.edu/medrel/. Visit the Rutgers–Camden Public Information Office web site at www.camden.rutgers.edu/Camden/Campus/news_events/index.html. The Rutgers–Newark Office of Campus Communications web site is rutgers-newark.rutgers.edu/occ.

You also may find these web sites helpful:
- Campus Information Services: ruinfo.rutgers.edu/
- Campus Map Order Site: ruinfo.rutgers.edu/cispage/maps.html
- University Events Calendar: www-acs.rutgers.edu/calendar/.
USE OF THE RUTGERS NAME, SEAL, TRADEMARKS, AND LOGO

DEFINITIONS

LOGO: A logo is any visual treatment that is used to identify the university or other university entities such as specific colleges or athletics.

SEAL: The seal is the university logo recognizable as the starburst within the circle. It is used primarily for official documents such as contracts, deeds, and financial instruments that require the signature of an officer of the university corporation, attested to and sealed by the Secretary of the University.

TRADEMARK: Trademarks include all university and athletics logos and word-marks. This includes “Rutgers,” “Rutgers University,” and “Rutgers, The State University of New Jersey.”

The Rutgers name, seal, and logos, including the intercollegiate athletics logos, are trademarks of the university, and are controlled and protected by the university. The university’s trademarks cannot be used to endorse any product or service, either explicitly or implicitly, without the written permission of the Office of Trademark Licensing. In addition, all products bearing Rutgers’ trademarks must be ordered from a licensed manufacturer. A list of licensed manufacturers is available at ur.rutgers.edu/trademark/trademarklicensing.

The official university logo should be used on communications issued in the university’s name. The university relies on the logo as the single graphic element which, when used universally, establishes a consistent visual identity for the entire institution. Use of the logo also ensures that the correct, complete name of the university appears on all official Rutgers communications (e.g., stationery items, brochures, web sites). Guidelines on the correct use of the university logo are available at ur.rutgers.edu/logos. Contact the Department of University Relations for more information.

Faculty and staff wishing to use the university’s seal and/or logos on books, journal articles, and conference presentations must first obtain permission from the Office of Trademark Licensing.

Requests for use of trademarks associated with intellectual property owned by the university relating to scientific research should be addressed to the Office of Corporate Liaison and Technology Transfer.

Does the requirement that all products be ordered from a licensed manufacturer include products ordered by university departments and student organizations or not-for-sale items like give-aways?

Yes. This requirement includes all university departments and student organizations, and all not-for-sale items, including give-aways.

For more information on the use of the university logo, contact the Department of University Relations or access its web site at ur.rutgers.edu/logos.

You also can contact the Trademark Licensing Administrator at the Office of Trademark Licensing for assistance with trademark related questions. A list of manufacturers licensed to sell products bearing Rutgers’ trademarks can be obtained from this office or at ur.rutgers.edu/trademark/trademarklicensing.

For more information, consult the policy on the Use of the University Seal (6.4.10) in the University Regulations and Procedures Manual available at www.rutgers.edu/regulations/, or access the Office of Corporate Liaison and Technology Transfer web site at ocltt.rutgers.edu.
Rutgers’ Office of Photographic Services maintains a large number of still images, both color and black and white, that may be used for internal Rutgers communications projects. These include photographs of campus scenes, landmarks, and events. Some of these images also may be used in external communications media when approved by the director of Photographic Services. Some images contained in existing materials may have usage restrictions. The Office of Photographic Services can advise you of such restrictions and guide you to the proper authority for usage information and approvals.

Any requests from news organizations or other media for photographic images should be directed to the appropriate office on your local campus:

- New Brunswick – Office of Media Relations and Communications
- Newark – Office of Campus Communications
- Camden – Public Information Office

For more information on the Office of Photographic Services, visit its web site at ur.rutgers.edu/photoservices.

Contact the Office of Print and Electronic Communications for videotaped images of university locations, activities, and events. The office’s web site is opec.rutgers.edu. The Rutgers University Library also maintains an archive of still and moving images.

The web sites listed below also may be helpful.
- Office of Campus Communications Rutgers–Newark: rutgers-newark.rutgers.edu/occ
- Office of Media Relations and Communications: uc.rutgers.edu/medrel/
- Rutgers–Camden Public Information Office: www.camden.rutgers.edu/Camden/Campus/news_events/index.html
Outside businesses occasionally seek authorization to film, videotape, or photograph a particular site or building on one of Rutgers’ campuses for commercial, educational, or documentary purposes. Such requests must be submitted in writing to the Office of Print and Electronic Communications (OPEC), which reviews them to determine whether they are compatible with the university’s mission and goals. OPEC reserves the right to deny requests that reflect negatively on the university or interfere with its routine operations.

The executive director of university relations makes the final determination on whether requests will be accommodated. If you receive a request for filmmaking, videotaping, or still photography on campus, direct the company or individual to OPEC. Any requests made by news organizations should be forwarded to the director of the appropriate office on your local campus:

- New Brunswick – Office of Media Relations and Communications
- Newark – Office of Campus Communications
- Camden – Public Information Office

You may find the web sites listed below helpful.
- Office of Campus Communications, Rutgers–Newark: rutgers-newark.rutgers.edu/occ
- Office of Media Relations and Communications: uc.rutgers.edu/medrel/
- Office of Print and Electronic Communications: opec.rutgers.edu
- Rutgers–Camden Public Information Office: www.camden.rutgers.edu/Camden/Campus/news_events/index.html
Web sites are rapidly becoming one of the primary means through which the university presents information to both internal and external audiences. As university units develop or maintain web sites, it is important that each site clearly conveys a relationship to the university, adheres to standards of quality and professionalism, and is accessible and user-friendly.

Rutgers, while acknowledging the value in its diversity, also is committed to its existence and identity as “one university.” Designs based on a common layout and style present a stronger institutional identity, and facilitate navigation and access to information.

Given the growing importance of this medium, web site development guidelines have been established and apply to all Rutgers web pages that are intended as official public information about campuses, schools, departments, offices, programs, and other units of the university, and that are linked from the main university web page. The Rutgers Web Toolkit at toolkit.rutgers.edu/ provides these guidelines as well as other resources and templates. The Office of Print and Electronic Communications is available to help departmental web developers.

You may find the web sites listed below helpful.

- University Web Policies and Guidelines: toolkit.rutgers.edu/requirements.html
- Rutgers Web Toolkit for developing web sites: toolkit.rutgers.edu/
- Rutgers Web Development Resources: toolkit.rutgers.edu/resources.html
- Office of Print and Electronic Communications: opec.rutgers.edu/
The Rutgers University Foundation is the official nonprofit charitable organization associated with the university. Its purpose is to obtain private gift support and other resources to meet the university’s needs for which adequate funds may not be available from state, federal, or other sources. The Foundation is empowered to raise and record gifts for the benefit of Rutgers and with the approval of the university’s Board of Governors and Board of Trustees. The executive director of the Foundation is responsible for approving and accepting gifts with the advice and counsel of the senior vice president and treasurer and the Office of University Counsel.

The Foundation accepts gifts of cash, securities, and property according to criteria set forth in its gift acceptance policy. All individual, corporate, and foundation gifts must be received and processed by the Foundation to ensure that the university is in compliance with state and federal regulations regarding charitable gifts. All check donations to the university should be made payable to the Rutgers University Foundation and forwarded to the Foundation’s Accounting Department, Winants Hall, 7 College Avenue, New Brunswick, NJ 08901. The allocation of the gift, the gift amount, and the name(s) and address(es) of the donors should be included with the gift.

Rutgers’ continued success depends on relationships with alumni, donors, and other supporters. These relationships are professional and mutually beneficial, and include ensuring that funds and other assets these supporters provide are used for the purposes for which they were intended and in a fiscally sound manner. In addition, all information about prospective donors and anonymous gifts is confidential.

For more information on donor relations, visit the Rutgers University Foundation’s web site at www.support.rutgers.edu.
ATHLETIC BOOSTERS

If a student athlete cannot go home for Thanksgiving, may I invite the student to my home to eat with my family?

Yes. Occasionally, staff members or boosters are allowed to provide a meal at their homes (but not at a restaurant) for one or more student-athletes. However, the student-athlete is not allowed to stay overnight in conjunction with the meal.

A student-athlete comes to my house for an occasional meal. May I let the student-athlete use my car to run an errand for me?

No. It is a violation of NCAA rules for a staff member or booster to allow a student-athlete to use the staff member’s or booster’s vehicle for any reason.

As a professor, I traditionally treat my senior classes to dinner at a restaurant at the end of the semester. If I have student-athletes in my class, may I take them as part of the class?

Yes. Benefits provided to student-athletes are not considered a violation of NCAA rules if the same benefits are provided to students generally. In this regard, you may treat student-athletes in the same manner you treat your other students.

As a member of the National Collegiate Athletic Association (NCAA), Rutgers is subject to all of its rules and regulations. These regulations govern all interactions by faculty and staff with prospective or current student-athletes. Employees who have ever shown an active interest in Rutgers athletics by donating money to the program, who have ever been a member of a Rutgers athletics booster club (such as the Touchdown Club or the Court Club), who have been requested by the Athletics Department to assist in recruiting, or who have been involved in promoting the Rutgers athletic program are considered athletic boosters under NCAA guidelines.

NCAA booster status specifies additional standards of conduct when in contact with student-athletes and prospective student-athletes. Regardless of whether a faculty or staff member is a booster, the university is held accountable for his or her actions if the person commits a violation of NCAA rules. If you have questions regarding these rules, contact the Division of Intercollegiate Athletics’ Office of Compliance.