

Oct. 12, 2007

**MEMORANDUM**

TO: Deans, Directors, and Department Heads  
FROM: Debbie Griffith, Assoc. Vice Chancellor, Public Affairs  
SUBJECT: Coordination of External Marketing

Chancellor James Oblinger recently sent a memorandum outlining the need for better coordination of external marketing by individual units across campus, (DDD Memorandum dated Aug. 1, 2007). This is a followup to that memo that includes additional information and a process by which individual units can work with the staff in Public Affairs to plan and implement external marketing efforts.

As noted in the chancellor's original memo, the university as well as UNC General Administration are committing significant funding to new marketing and communication efforts being undertaken by the Office of Public Affairs. In an effort to ensure that these investments are well-spent and are coordinated with other efforts across campus, the chancellor has asked that any advertising purchases, proposals for public relations, marketing, advertising, Web site design and/or development, general communication counsel or any other significant external communication investments be reported to the Office of Public Affairs.

Working with the Purchasing Department, Public Affairs has developed some additional guidance related to this new directive based on questions and input from campus communications staff and others.

1. Any contracts totaling more than \$5,000, regardless of the source of funding, for services including: advertising, public relations, marketing or advertising counsel, general communication services including publications design, photography and Web and electronic production including video production, should be reported to Public Affairs by using an online form at [http://www2.ncsu.edu/ncsu/univ\\_relations/marketing-services/](http://www2.ncsu.edu/ncsu/univ_relations/marketing-services/).
2. Public Affairs will review these contracts in an effort to better coordinate campus-wide efforts and expenditures for marketing and communication projects, and to enhance the value of university efforts. Units are encouraged to seek the counsel of the staff in Public Affairs for assistance in negotiating contracts for these services.
3. This directive does NOT apply to printing, mailing or email distribution contracts, which should follow established purchasing policies. Units are encouraged to

consult with University Graphics, the university's in-house printing operation as any work done by on-campus service units, regardless of the dollar amount, does not require a bid process, advertisement or purchase order

4. Human Resources job postings or advertisements are not subject to this reporting procedure.

The staff in the Offices of Public Affairs, Purchasing and University Graphics will work cooperatively with you to ensure that external communications efforts across the university are executed in the most cost-efficient and strategic manner.

Discussions of this process are on-going with campus communications staff, the university purchasing office and others, and we encourage further input and consultations with our staff.