

LOYOLA MARYMOUNT UNIVERSITY
POLICIES AND PROCEDURES

DIVISION: Marketing and Communications
John Kiralla, Vice President of Marketing and Communications (CMO/CCO)

SUBJECT: Communications and Design Services Purchasing Policy

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Policy Number: MC003

Supersedes: Communications and
Design Services Purchasing Policy Rev.
Sept. 2010

Effective Date: 09/15/16

Previously Issued: Sept. 2010

I. STATEMENT OF POLICY

Marketing and Communications (MarComm) is the university's official clearinghouse for communications, marketing, branding, and public relations activities. All contracts, services, and purchases related to marketing, advertising, creative/design services, photography, videography, digital media, web services/products, or related communications services must be pre-approved by MarComm prior to the issuance of RFPs, statements of work, creative briefs, cost estimates, contract agreements or commitments.

II. DEFINITIONS

N/A

III. POLICIES/PROCEDURES

- A. All purchases, contracts and/or obligations for including, but not limited to, the following services or deliverables are restricted and require prior MarComm approval for invoices or payments to be honored by the university:
 - 1. Stationery (including, but not limited to letterhead, envelopes, business cards)
 - 2. Visual Identity Templates (including, but not limited to brochures, newsletters, invitations, event programs, posters, flyers, postcards)
 - 3. General communications and design services (hiring of graphic designers, photographers, print vendors)
 - 4. Advertisements
 - 5. Online services (including, but not limited to the hiring of and work completed by Web designers, copy writers/editors, videographers, Flash designers, database engineers, programmers, information architects, or other Web consultants)
 - 6. Online/digital products (including, but not limited to domain name registration, mobile applications, social media applications, digital signage,

off-campus hosting, content management systems, Web authoring software, web metrics, search engine marketing or optimization, online communities, blogs, wikis and/or other online mechanisms for communicating information to external audiences)

7. Marketing (brand and campaign development, promotions, consulting on visual designs, messaging, and positioning strategies)
8. All marketing and communications activities with a cumulative cost of \$25,000 or greater require a competitive bidding process.

B. LMU Campus Digital Graphics is the exclusive reprographics, printing and duplication services provider and may be utilized without prior approval subject to the guidelines set forth in the "Campus Graphics Policy and Guidelines".

REVIEWED/APPROVED BY THE UNIVERSITY POLICY COMMITTEE – N/A: Grandfathered.