

Office of Marketing & Communications Updates (Spring 2026)

Dear campus community, we have some updates that we must share. Please review this information and share with others. Your attention and implementation are greatly appreciated.

Updated Structure for Requesting Marketing Strategy and Communications:

A. Service Level Agreement (SLA) & Project Timelines

A Service Level Agreement (SLA) establishes clear expectations between the Office of Marketing & Communications and campus partners regarding project timelines and delivery.

SLAs are determined based on the scope, complexity, and strategic priority of each project. The designated point of contact is expected to provide prompt and timely feedback during the review process. Delayed feedback may result in project delays or reprioritization.

There is a minimum 14-day project request SLA. The Office of Marketing & Communications cannot accommodate same-day or last-minute project requests.

These timelines are not arbitrary. They exist to protect:

- Strategic alignment
- Quality design and messaging
- Brand consistency
- Proofing and accuracy
- Proper approval workflows
- Institutional reputation

When projects are rushed, quality and brand integrity suffer. Adequate lead time ensures that our work reflects the excellence of Wiley University.

Project complexity, revisions, and competing institutional priorities may extend timelines. Additional time requirements will be communicated at the time of submission.

Minimum Timelines

- Advertisement – 14 days
- Flyer – 14 days
- Postcard/Direct Mail – 14 days
- Poster – 14 days
- Signage – 14 days
- Headshots/Photography – 14 days

- Brochure – 30 days
- Website Alterations – 30 days
- Program Booklet – 60 days

Large-scale campaigns, video production, brand launches, or multi-phase initiatives may require 4–6 weeks or more depending on scope.

All project requests must be submitted through the official [Marketing Request Form](#).

Brand Management

The Department has the unique responsibility of managing the institutional brand. This requires intrusive oversight of how the Wiley University brand is distributed, seen, replicated, and presented. To achieve optimal management please adhere to brand standards located in the Brand Guidelines.

- A. All University flyers that represent a departmental, divisional, or office, must be approved through the department. Flyer approval should be submitted prior to need for distribution.
- B. Presentation of Brand: External presentation through such items, t-shirts, print materials, etc. should have designs approved through the departments, prior to purchase.
- C. University attire when traveling and while representing the University includes the following adherence: Attire if not purchased through the University Spirit Store, must be approved through the Office of the President. This includes uniforms, shirts, outfits, dresses, robes, or royal court attire.
- D. When representing please adhere to University protocols for the following:
 - a. Hair should be neatly groomed and comply with neutral colors and styles.

Brand Pillars & Standards Update

The Department of Marketing & Communications is implementing an updated marketing framework to improve storytelling, and align our efforts with enrollment, fundraising, and institutional growth strategy.

This updated process will live on the Marketing, Communications & Brand webpage for campus reference and will serve as the guiding structure for how we communicate about Wiley University moving forward.

As we elevate our storytelling and brand positioning, we are also reinforcing clear service standards to ensure quality, consistency, and strategic alignment.

Our Four Branding Pillars

All marketing and communications efforts will be organized under four core pillars. These pillars define how we position Wiley University and tell our story.

1. Student Success

We will highlight measurable outcomes and student achievement.

Examples include:

- Professional and Graduate school placements
- Internship and career pipelines
- Retention and completion milestones
- Academic and athletic competition wins and stories of excellence
- Student testimonials and leadership development

Our focus will shift from simple announcements to demonstrated outcomes and measurable impact storytelling. .

2. Stewardship and Alumni Experience

We will lead with stories of impact, accountability, and stewardship.

Examples include:

- Alumni centered experiences that focus on university impact
- Scholarship impact stories
- Giving milestones
- Donor impact summaries

Donors want to see results. Our storytelling will clearly demonstrate how gifts translate into meaningful outcomes.

3. Community & Economic Impact

We will elevate Wiley University's influence locally, regionally, and nationally.

Examples include:

- Community partnerships and transformation
- Corporate collaborations
- Conference and national event participation
- Public service and outreach initiatives
- Community transformation

This pillar demonstrates how Wiley University strengthens the communities it serves.

4. Institutional Strength

We will position Wiley University as an academic authority and strategic institution.

Examples include:

- Faculty expertise
- Research initiatives
- Graduate, Adult Degree Completion, and PhD programs
- Digital footprint, archived history
- Strategic partnerships

This pillar reflects academic credibility, innovation, and leadership positioning.

Strategic Direction Moving Forward

We are entering a phase of:

- High-quality storytelling
- Stronger digital positioning
- Consistent visual identity
- Clear calls to action
- Measurable brand growth

We are moving from reporting what happened to explaining why it matters and what impact it creates.

Our priority initiative should support at least one of the following impacts:

- Student Success
- Stewardship and Alumni Experience
- Partnership development
- Economic/ community impact

This shift requires planning, collaboration, and adherence to established timelines.

Campus Partnership

To effectively market Wiley University, we need collaboration across campus.

Please notify the Department of Marketing & Communications about:

- Upcoming events

- Student achievements
- Faculty research
- Grants and partnerships
- Awards and recognitions
- Measurable outcomes and impact

We cannot tell the story if we are not informed of the story.

We also ask that departments build marketing timelines into their planning processes to ensure strategic and effective execution.

Tools Available to Campus

The Marketing & Communications webpage provides the following resources:

[Marketing Request Form](#)

Clear submission process and project expectations.

Branded Templates

[Pre-designed templates for:](#)

- Events
- Announcements
- Testimonials
- Meet the Team

Departments may create custom materials; however, all public-facing materials must align with branding guidelines and be submitted to communications@wileyc.edu for final approval prior to distribution.

Official Logos and Sub-Logos

[Approved university and departmental logos.](#)

Official Color Codes

[Purple, White, and Black brand standards. No Gold or Yellow.](#)

A shared [drive](#) containing approved, high-quality images for campus use.

Brand Consistency Standards

Email Signature Format

All faculty and staff are asked to update their email signatures to the official format below:

Go Forth Inspired!

Full Name

Title

Office or Department

Wiley University

Email Address

Office Phone | Cell (if applicable)

www.wileyc.edu

Voicemail Standards

Standard Script:

Hello, you've reached [Full Name] with the [Office/Department] at Wiley University.

I'm unable to take your call at the moment. Please leave your name, number, and a brief message, and I will return your call as soon as possible.

Thank you for contacting Wiley University. Go Forth Inspired.

Short Version:

Hello, you've reached the [Office/Department] at Wiley University.

Please leave your name, number, and a brief message, and someone will return your call shortly.

Thank you, and Go Forth Inspired!

Apparel and Promotional Branding

All official university apparel, uniforms, promotional items, and branded materials must include the Wiley University tagline & logos:

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All apparel and promotional designs must be submitted for brand review prior to production to ensure visual and brand consistency.

The Tagline for Legacy is as follows:

Scholars. Debaters. Activists. Leaders. Vocalists. Athletes...

Please retire any old logos, or taglines.

Our Commitment

The Office of Marketing & Communications is committed to:

- Strengthening the Wiley University brand
- Elevating storytelling and impact reporting
- Supporting enrollment and fundraising growth
- Protecting brand integrity
- Providing clear tools, timelines, and expectations

This is a collaborative effort. With alignment under our four pillars, adherence to service standards, and partnership across campus, we will strengthen Wiley University's visibility, credibility, and long-term growth.

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