

# **Faculty Senate Agenda – February 11, 2020**

**Room – Bryant 209 @ 6:00 pm**

- **Attendance:**
  - **Senators Present:** Jeff Pickerd, Lauren Cardenas, Brice Noonan, Brad Jones, Cole Stevens, Brenda Prager, Jim Cizdziel, Chris Mullen, Joseph Carlisle, Richard Gordon, Beth Ann Fennelly, Shari Holt, Kathleen Fuller, Jennifer Gifford, KoFan Lee, Phillis George, Zachary Kagan Guthrie, Evangeline Ivy, Charles Stotler, Dennis Bunch, Brian Boutwell, Kristin Rogers, Bob Robinson, Sumali Conlon, Jon-Michael Wimberly, Corina Petrescu, Whitney Sarver, Carmen Sanchis-Sinisterra, Thomas Peattie, Hyunwoo Joung, Meagen Rosenthal, Jordan Ballou, Robert Barnard, Breese Quinn, Sue Ann Skipworth, Marilyn Mendolia, Kyle Fritz, Daniel Durkin, Ana Velitchkova, Kenya Wolff, Donna Buckley, Carrie McCormick, Jenny Bucksbarg, Angela Green,
  - **Senators Absent (Excused):**
  - **Senators Absent (Substitued):**
  - **Senators Absent (Unexcused):** Aileen Ajootian, Carolyn Higdon, Cristie Ellis, Chip Wade, Julia Bussade, Chalet Tan, Tom Brady, Michael Barnett, David Gligor, Tejas Pandya,
- **Call Meeting to Order**
- **Announcement:** The Office of the Provost has published a Faculty Handbook (2019-2020 version) at: [www.provost.olemiss.edu](http://www.provost.olemiss.edu)
- **Approve minutes from the January 21, 2020 meeting**
  - Motion: Corina Petrescu
    - Seconded
      - Vote: All in Favor
- **Update from Vice Chancellor for Diversity and Community Engagement – Dr. Katrina Caldwell**
  - The DCE has added recently added 7 staff members
  - McNair and IMAGE now fall under DCE
  - Each Dean and Vice Chancellor has assigned/appointed a 'Diversity Liaison'

- Received Carnegie CE classification
  - Dr. Caldwell reviewed the timeline and history of the Campus Climate Survey
  - Climate study results will be presented in a public forum on campus 4/30/20, 12-1:30PM (location TBA).
- **Update on New Learning Outcomes for Critical Thinking, Ethical Reasoning, and Quantitative Reasoning Competencies – Dr. Josh Eyler, Dr. Katy Busby**
    - Outcomes for General Education programs have been developed that should guide those teaching at this level.
    - For those teaching non-Gen. Ed. courses, faculty can reach out directly Dr. Eyler to discuss how to implement/support critical thinking in their courses.
- **Update from Chief Marketing and Communications Officer regarding communications policy updates – Jim Zook**
    - **Blast Email Policy:** The University is moving to comply with federal anti-spam laws that penalize those that email recipients that have opted out of receiving communication from the University. The Alumni association will be managing this email list using a program (EMMA) that will be available to other entities on campus (e.g. college or departmental email newsletters; they can't use Mail Chimp or Constant Contact as recipients that had unsubscribed would not have been removed). EMMA will be available to all.
    - **Social Media Policy:** This policy will outline rules and procedures for the creation and curation of **official** university social media accounts.
    - **Media Relations Policy:** This policy will work to clarify the role of University Marketing & Communication as the sole provider of the institution's **official** opinion/response to the media. This policy will also clarify the mechanisms whereby faculty interact with the media.
- **Committee Updates**
    - Academic Instructional Affairs (chair: Corina Petrescu) - A report by the AIA committee on the new Barnes & Noble textbook selection tool has been distributed to all Senators.
    - Academic Conduct (chair: Kenya Wolff) - Nothing to report
    - Finance & Benefits (chair: Joseph Carlisle) - Nothing to report
    - Development & Planning (chair: Jon-Michael Wimberly) - Nothing to report
    - Governance (chair: Angela Green) - Nothing to report

- Research & Creative Achievement (chair: Thomas Peattie) - Nothing to report
- University Services (chair: Brad Jones) - Nothing to report
  
- **Old Business**
- **New Business**
- **Adjournment**
  - Motion: Corina Petrescu
    - Seconded
      - Vote: all in favor

**NEXT MEETING: March 3, 2020 @ 6:00 209 Bryant Hall**

# **The University of Mississippi**



**INCLUSIVE EXCELLENCE:**

## **Climate Study Update**

**Dr. Katrina Caldwell, Vice Chancellor  
Division of Diversity and Community Engagement**

# Updates

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- **DCE Divisional Changes**
  - 7 new staff members in the central office
  - McNair and IMAGE (NSF LSMAMP)
- **Climate Study**
  - Hired Rankin & Associates to help us develop a comprehensive climate study that includes focus groups and a climate survey that will be distributed to all students, faculty, and staff in October 2019. The purpose of the climate study is to identify what is working to foster a welcoming environment at UM, uncover any challenges facing the campus community, and develop strategic initiatives to build on the successes and address the challenges.
- **DEI Training and Education**
  - Hired a Coordinator of Diversity Education; Created DEI Training and Education -42 trainings, including 6 search committee trainings (Jan-July 2019)
    - Search Committee Training
    - Implicit Bias
    - Fostering Inclusive Teams
    - Inclusive Teaching Practices
    - Allies Training
- **Diversity Liaisons**

# Diversity Liaisons

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**Andrea Jekabsons**  
Finance/Administration

**Sital Sigh**  
Business Administration

**Amy Fisher**  
Social Work

**Kate McClendon**  
Pharmacy

**Nichelle Robinson**  
Education

**Mary Leach**  
Outreach/CE

**Brett Cantrell**  
Accountancy

**Ryan Upshaw**  
Engineering

**Kim Barnes**  
University Development

**Michael Fagans**  
Journalism

**Donna Strum**  
Provost

**Shawnboda Mead**  
DCE

**Sandra Cox-McCarthy**  
Law

**Nancy Wiggers**  
CETL

**Shannon Richardson**  
Student Affairs

**Kirsten Dellinger**  
Liberal Arts

**Erica McKinley**  
General Counsel

**Annette Kluck**  
Graduate School

**Milorad Novicevic**  
Business Administration

**Sarah Krueger**  
ORSP

**Lisa Stone**  
Marketing/Comm

- Review and analyze your department's diversity data
- Engage faculty, staff and students in your unit in conversations about DEI
- Communicate widely to all key stakeholders in the unit about upcoming strategic initiatives
- Gather feedback from all members of your unit when issues occur on campus
- Diagnose and address any potential barriers to DEI efforts in your unit
- **Set realistic diversity, equity and inclusion short - and long - term goals and targets**

# Updates

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- **Community Engagement Leadership Retreat**
  - Creation and Acceptance of Official UM CE Definitions, CE Model, CE Partnership Matrix, Scholarship of Engagement Model, and 10-Year Working Plan
  - These materials serve as educational material and conceptual frameworks to understand, advance, and institutionalize CE research, learning, and service and engaged scholarship at UM.
- **Developed *All In at UM* Campaign**
  - During summer 2019 orientation, DCE introduced a campus-wide educational campaign promoting inclusion and bias intervention strategies. During 2019-2020, DCE will further introduces, All In campaign initiatives.
- **Secured Carnegie CE Classification**
  - The application was an institutional and community self-study consisting of: i) campus and community context for CE; ii) demonstrating foundational integration of CE in institutional identity and culture, institutional assessment, institutional-community relations, infrastructure and finance, tracking/monitoring/assessing, and faculty/staff support/development/recognition/reward; iii) categories of community engagement – curricular engagement, co-curricular engagement, professional activities and scholarship, CE alignment with other UM initiatives, and outreach and partnership; and iv) reflections on Carnegie CE Classification Application process/learning and additional information

# Updates

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- PEN America Contract
- Civility and Civil Discourse –
  - i) scheduling a slate of speakers for the remainder of the 2018-19 academic year with a focus on civil discourse; ii) identifying a range of skills concerning civil discourse that can be incorporated into faculty and staff development programs, and iii) identifying a range of skills concerning civil discourse that might be beneficial for the University to consider incorporating into the undergraduate curriculum.



# Sue Rankin

*Principal and Chief Executive Officer*

Dr. Susan Rankin is a Senior Research Associate in the Center for the Study of Higher Education and Associate Professor of Education in the College Student Affairs Program at The Pennsylvania State University. Dr. Rankin earned her B.S. from Montclair State University in 1978, a M.S. in Exercise Physiology from The Pennsylvania State University (1981), and a Ph.D. in Higher Education Administration in 1994, also from Penn State. Before moving into her current position, Dr. Rankin served for 17 years as the Head Coach for Women's Softball and Lecturer in Kinesiology at Penn State. She has presented and published widely on the impact of sexism, racism and heterosexism in the academy and in intercollegiate athletics. Dr. Rankin's current research focuses on the assessment of institutional climate and providing program planners and policy makers with recommended strategies to improve the campus climate for under-served communities.



Dr. Rankin has collaborated with over 70 institutions/organizations in implementing assessments and developing strategic plans regarding social justice issues. In her advocacy work, Dr. Rankin is a founding member of the Consortium of Higher Education LGBT Resource Professionals, a network of professionals doing advocacy work for LGBT people on college campuses and the Statewide Pennsylvania Rights Coalition, a network of individuals and organizations across the Commonwealth committed to securing and defending full civil rights for LGBT individuals.

Dr. Rankin is the recipient of the ACPA 2008 Voice of Inclusion Medallion. The award recognizes individuals who embody the student affairs values of social justice.

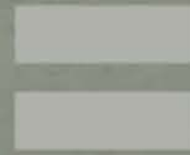
Dr. Rankin is also one of the award recipients of the James R. Douglass and Gerald B. Roemer awards from the Department of Justice-2018 for her work with the United States Transgender Project team.

Pronouns: She, Her, Hers

Positive  
Experiences  
with  
Campus  
Climate



Positive  
Perceptions  
of Campus  
Climate



Success

**For Students:**

- Positive educational experiences
- Healthy identity development
- Overall well-being

**For Faculty & Staff:**

- Productivity
- Sense of value & community
- Overall well-being

# Climate Study Timeline

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## **January 2018**

- Worked with IREP to identify best approach (local, nationally normed, boutique)
- Preliminary conversation with climate study consultants

## **Summer 2018**

- Reviewed nationally normed surveys
- Identified external consultant –Rankin & Associates

## **October 2018**

- Originally launch date postponed

## **December 2018**

- Contract secured for external consultant
- Identified Campus Climate Study Working Group members

## **February 2019**

- Initial campus meetings (SLG/Climate Study Working Group)
- Plan Focus Groups (
- Develop preliminary Marketing/Communications Plan
- Rankin reviewed past climate studies

# Climate Study Timeline

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## **March – May 2019**

- Conducted 20 focus groups (faculty, staff and students)
- Began Survey Development

## **June-September 2019**

- Complete assessment tool
- Complete final Communication/Marketing Plan
- IRB application and approval

## **October – November 2019**

- Survey Administration

## **December 2019 – February 2020**

- Data Analysis

## **February – March 2020**

- Develop Report

# Climate Study Timeline

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## **April 2020**

- Present Results (April 30<sup>th</sup> 12-1:30 pm Campus Wide Presentation)

## **May – June 2020**

- Develop Strategic Plan

# Climate Study Working Group

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**Shawnboda Mead**  
AVC for Diversity

**Brice Noonan**  
Biology

**Cade Smith**  
AVC for Comm Eng

**David Turner**  
Conflict Res/Student  
Conduct

**Ethel Young  
Scurlock**  
African American  
Studies

**Jaime Harker**  
Isom Center

**Jim Zook**  
Chief Marketing &  
Communications  
Officer

**John Bentley**  
Pharmacy  
Administration

**Katie Busby**  
IREP

**Kelvin Holmes**  
Mathematics

**Kirsten Dellinger**  
Associate Dean for  
Diversity & Inclusion

**Larry Pittman**  
Law

**Lionel Maten**  
AVC for Student  
Affairs

**Lynnette Johnson**  
Deputy Athletics  
Director

**Dean Hansen**  
Facilities Management

**Michael Barnett**  
Theatre Arts

**Murrell Godfrey**  
Chemistry

**Nichelle Robinson**  
SOE Diversity Officer

**Samantha Payton**  
Research, Planning,  
and Assessment for  
Student Affairs

**Vivian Ibrahim**  
Croft

**Elam Miller**  
Associated Student  
Body President

**Leah Davis**  
CICCE

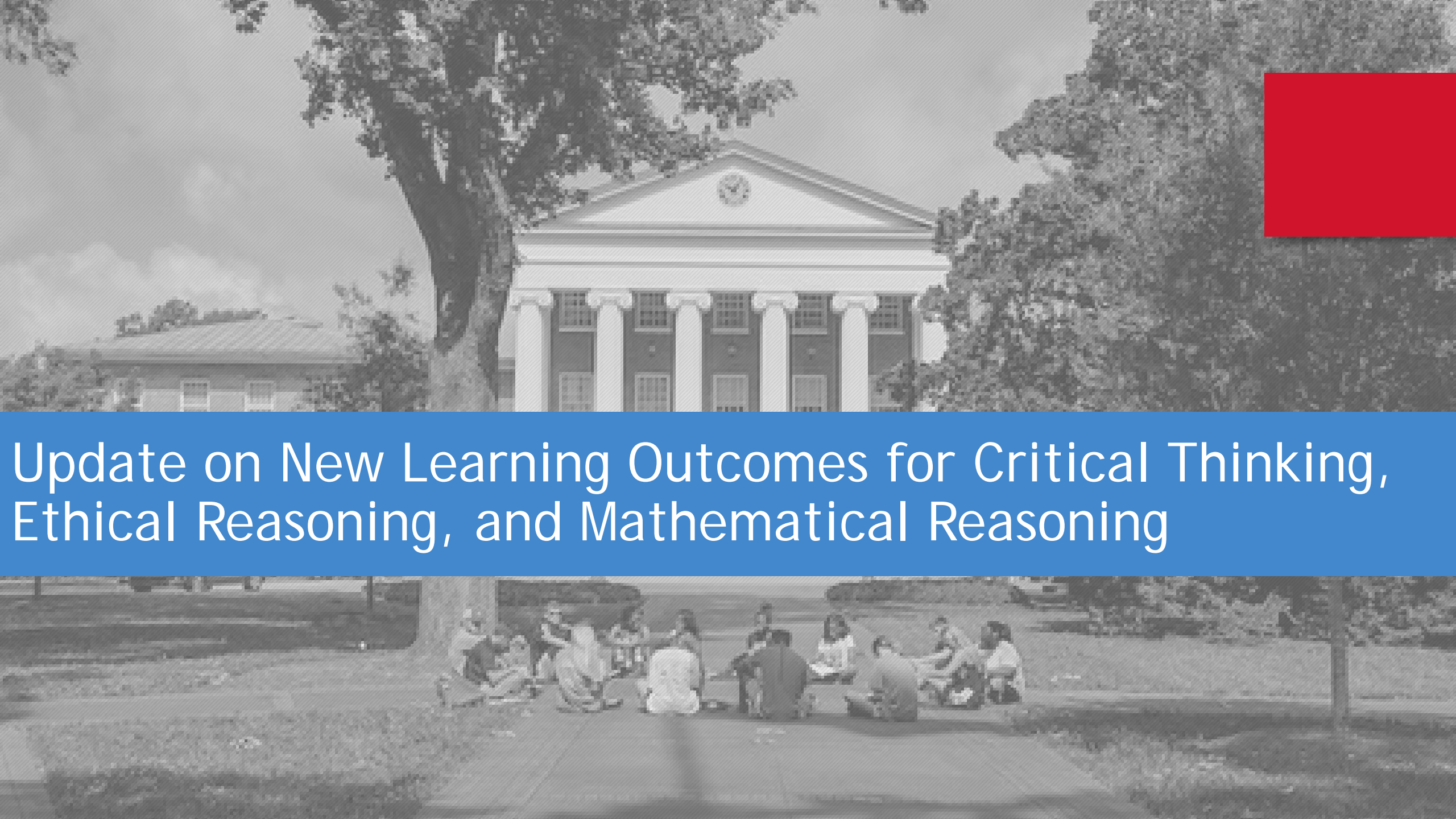
**Bobby Hudson**  
Black Student Union

**Brianna Simms**  
Black Graduate  
Professional and  
Student Association





<http://yourvoice.olemiss.edu/>



# Update on New Learning Outcomes for Critical Thinking, Ethical Reasoning, and Mathematical Reasoning



# General Education Competency Subcommittees

- Subcommittees serve as stewards of the competency and accompanying outcomes, providing at least annual updates to the General Education Committee about student learning, modifications to the outcomes, modifications made to improve student learning, and proposals to improve student learning across campus.
  - General Education Committee formed and charged subcommittees for each competency
  - Subcommittees examined the state of the competency and proposed improvement of student learning
  - Subcommittees reported to the General Education Committee

# Critical Thinking Outcomes

1. Conceptualize complex issues or problems
2. Gather pertinent facts or ideas to explore complex issues or problems
3. Interpret data and appraise evidence
4. Distinguish, compare, or contrast diverse points of view and/or alternative conclusions
5. Articulate personal insights about complex issues or problems
6. Communicate a reasonable and effective argument, response, or conclusion

(ThinkForward QEP, pp. 28-29)

# Ethical Reasoning & Ethical Responsibility Outcomes

## Level *Ethical Reasoning: Specific Component Competency*

- |   |  |
|---|--|
| 5 | Application that improves critical evaluation and revision guided by an ethical framework  |
| 4 | Application of ethical concepts and normative frameworks to particular issues and dilemmas |
| 3 | Knowledge of ethical concepts and normative frameworks                                     |
| 2 | Evaluation of more specific moral beliefs, values, and issues                              |
| 1 | Identification of general moral beliefs, values, and issues                                |

## Level *Ethical Responsibility: Specific Component Competency*

- |   |   |
|---|---|
| 5 | Evaluation of the performance of personal, social, civic, and professional duties |
| 4 | Application of various duties to particular situations and contexts               |
| 3 | Knowledge of civic and professional values, duties, and codes of ethics           |
| 2 | Identification of personal and social values and duties                           |
| 1 | Knowledge of a variety of situations/contexts and the ethical issues within them  |

# Mathematical Reasoning Outcomes

We expect University of Mississippi undergraduates to be able to:

## *Execute mathematical procedures*

- perform requisite mathematical (algebraic, geometric, statistical) calculations and symbolic manipulations fluently;
- use appropriate technology to perform calculations, solve problems, and present numerical and graphical results;

## *Demonstrate a conceptual understanding*

- recognize connections within mathematics and between mathematics and other disciplines;
- construct viable arguments and critique the reasoning of others;
- represent mathematical concepts verbally, symbolically, visually, and numerically; and
- use mathematical reasoning or models (presented verbally or visually) to evaluate alternatives and make decisions or inferences.



Katie Busby, Ph.D.  
Director, Institutional Research, Effectiveness, and Planning  
[kbusby@olemiss.edu](mailto:kbusby@olemiss.edu)

Joshua Eyler, Ph.D.  
Director of Faculty Development  
Director of the ThinkFORWARD QEP  
[jreyler@olemiss.edu](mailto:jreyler@olemiss.edu)





UNIVERSITY MARKETING & COMMUNICATIONS

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# POLICY UPDATE

## OVERVIEW\*



▶ **Blast Email**



▶ **Social Media**



▶ **Media Relations**

\* Note: These draft policies have been benchmarked against publicly available policies at roughly a dozen other universities.





## SOCIAL MEDIA

### ▶ Guidelines

- ▶ Outlines the ways in which faculty and staff users can create an even more powerful presence on social media within university guidelines
- ▶ Parameters for use of the Ole Miss brand on social
- ▶ Links to relevant policies and guidelines
- ▶ Offers context for standards outlined in the policy and guidance for managers of official university accounts
- ▶ Explains how the Social Media Registry works





# CURRENT MEDIA RELATIONS POLICY

- ▶ In order to ensure all university messages are presented accurately and consistently, the office of University Communications is responsible for conducting and/or coordinating all contact with media (including print, broadcast, online, documentary, network television and other types of media outlets). This includes but is not limited to:
    - Official university statements, announcements and activities;
    - The writing and distribution of press releases;
    - Formal and informal efforts to place stories in media outlets (including print, broadcast, and online);
    - The posting of university news or stories on department or center web sites (unless already posted to Ole Miss News);
    - Release of official statements or information to the general public through mass media or social media (including but not limited to information about emergencies, crimes, controversies, official positions on issues involving the university and other events to which the press has reasonable claim).
    - All media contacts for official university information or for faculty expertise (whether initiated by the media or the university partner).
- \*Exceptions to this policy include athletics, which manages media relations through its sports information office. However, **University Communications will be consulted regarding responses to all significant issues that have the potential to reflect upon the image of the university.**



## **Blast Email Policy – Background**

Purpose: To establish process for authorization, approval and distribution of mass/blast emails that require database lists from Alumni, Development or the Foundation

Overview: Since this policy's creation in 2013, the university's email marketing needs have increased dramatically. Additionally, new federal regulations have been adopted to govern this space, and failure to comply carries the potential for hefty fines. To create alignment among the key organizations across the university that oversee the process of external email distribution (specifically alumni and current and prospective donors), Emma was chosen as the university's official email marketing platform in 2019. The updated policy outlines the roles and responsibilities of the aforementioned organizations and how the university will remain in compliance with the CAN-SPAM Act.

DRAFT

## The University of Mississippi Blast Email Policy

**Summary/Purpose:** This policy establishes a process for the authorization, approval, and distribution of mass/blast emails that require generating a list of recipients from a database owned by the Ole Miss Alumni Association, UM Development, and UM Foundation. The purpose of the policy is to accomplish the following goals:

- coordinate the transmission of emails to prevent excessive or redundant communication (i.e. spamming of alumni, donors, and friends of the University),
- outline the university approach for managing a clean, centralized database of email addresses, and
- ensure compliance with the terms of the CAN-SPAM Act. This law and other federal regulations require that the institution honor opt-outs and maintain those requests at a university-wide level. Violations of the CAN-SPAM Act may include suspension by the provider of the university's official email marketing platform, Emma, and even hefty fines.

**Official University Email Marketing Platform:** Emma is the official university email marketing platform. Email blasts sent to alumni, donors, friends, etc. should be sent via Emma.

**Records Maintenance:** In order to prevent “rogue” databases, all email addresses for external constituencies will be maintained by the Ole Miss Alumni Association on behalf of all campus departments, offices, and agencies. Any incorrect email addresses, “bounce back” messages, or requests to opt-out should be reported to the [Alumni Association](#).

**Opt-Outs:** All blast emails must include a provision to automatically report opt-outs to the appropriate database within the Alumni Association.

**Design:** University Marketing & Communications is responsible for the creation of all email blast templates distributed to external audiences, and for the oversight of a campus-wide email calendar. A standard practice employed by University Marketing & Communications is to send a test message to the requesting campus entity before it is distributed to the target audience of names captured in the database. The test email must be approved by the requesting entity before the message will be delivered.

**Athletics:** Any email regarding Ole Miss Athletics programs or individual student-athletes must be approved by the Athletics Department.

**Requests:** Blast email requests must adhere to all university data policies, as well as Alumni Association and UM Foundation data policies. The list generated for a request must be used within 7 days of receipt. Lists must be used only for the single purpose outlined in the original request.

- **Requests submitted to the Alumni Association:** Requests to send blast emails to external audiences (alumni, friends, etc.) must be submitted to the Alumni Association via [online form](#). The requesting entity must provide a desired delivery date for the email, approximate number of recipients, purpose of the email, and final/approved message content. In assembling the list for email blast messages, the Alumni Association will exclude individuals who have opted out of the specific sub account or are coded ‘Do Not Email’ in the Alumni database.
- **Requests submitted to University Development:** University Development is responsible for sending all emails that include solicitations. Requests to send blast emails to external audiences for solicitation purposes must be submitted by University Development staff via the University Development Research System. In addition, all email blast needs from University & Public Events and University Development officers, regardless of their nature, should be submitted to University Development.

**Responsibilities:** University Marketing & Communications, the Alumni Association, and University Development share the responsibility of managing mass email communications on behalf of the university in the following ways.

- **University Marketing & Communications:** Responsible for working with colleges, schools, and departments to create and send all non-solicitation email blasts, including, but not limited to, newsletters, lead nurturing, admissions marketing messages, and other dedicated emails. University Marketing & Communications has developed a library of email blast templates for clients to use. [Contact University Marketing & Communications for email design assistance.](#)
- **Alumni Association:** Responsible for maintaining the official university email marketing platform, and shares responsibility with the UM Foundation for maintaining private donor email information. The unit is also responsible for the distribution of email lists for external recipients (alumni, friends, etc.). The Alumni Association is responsible for communicating about alumni-sponsored events and alumni relations activities as deemed by the Executive Director of the Alumni Association.
- **University Development:** The fundraising arm of the UM Foundation, University Development shares responsibility with the Alumni Association for maintaining private donor email information. The unit is responsible for assigning appeal codes to all solicitation emails. Appeal codes are unique codes used to track solicitations or other tactics for fundraising. University Development is responsible for distributing email lists for external recipients via secure email link for all solicitation emails, sending solicitation emails that originate within all colleges, schools, and departments, and sending all email blasts (solicitation and non-solicitation) on behalf of University & Public Events and University Development officers.

**Violations:** Failure to comply with this policy may result in address lists or related information being withheld.

## **Social Media Policy – Background**

Purpose: To establish policies and procedures for the registration, creation and use of official university social media accounts

Overview: The university has never before had a social media policy that outlined the policies and procedures for official university-affiliated social media accounts. Following a review of more than a dozen universities of similar size (including North Carolina State University, Texas A&M University, DePaul University, University of Michigan, and others), University Marketing & Communications drafted this policy and a corresponding registration process in order to provide guidance for social media account managers across the university. Please note that this policy does not apply to the personal social media accounts of faculty and staff.

DRAFT

# The University of Mississippi

## Social Media Policy

### 1. PURPOSE

The proper and effective use of social media presents unequalled opportunities for the university to share its story in an authentic, transparent and timely manner while building richer, more substantive relationships with people we may not have reached through traditional communication channels. This policy defines the rules for the use of all Official University Social Media Accounts (as defined in section 3.3) to ensure that university-sponsored social media is both legal and in compliance with UM policies.

### 2. POLICY

2.1 All Official University Social Media Accounts should be registered with University Marketing & Communications. [Click here to register official social media accounts \(LINK\)](#).

2.2 The university is committed to fostering an educational environment that allows for freedoms of speech and expression in accordance with the First Amendment to the U.S. Constitution. At the same time, the university does not condone any activity or posting on an Official University Social Media Account that reflects exceptions to First Amendment protection, such as speech deemed to be unlawful, defamatory, or obscene. The university reserves the right to remove any such posting without notice. The university also reserves the right to refer social media activity to the applicable social media platform and/or authorities for further review and appropriate action.

2.3 When posting, be aware of the copyright and intellectual property rights of others and of the university. Please refer to the UM policy on Copyright (Intellectual Property - [LINK](#)). Questions about fair use or copyrighted material should be directed to the Office of General Counsel ([LINK](#)).

2.4 When using social media as a part of their official duties, and/or when presenting oneself in social media settings as a university representative, all faculty and staff should conduct themselves in a way that is befitting of the institution and complies with applicable university policies governing employee behavior and acceptable use of electronic and information resources.

2.5 Primary administrative rights for Official University Social Media Accounts should be assigned only to university employees. Official University Social Media Accounts should have a Primary and a Secondary administrator to ensure that the site is managed consistently. Should the Primary administrator be unavailable, the Secondary administrator will manage the account to keep it

current and monitor activity on the site. At least one of the administrators should be a permanent, full-time university employee.

- 2.6 Do not post confidential or proprietary information about the university or its students, employees, patients or alumni. Employees must follow applicable federal requirements, including the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act (HIPAA). All University of Mississippi employees should also abide by all NCAA regulations governing interactions between the institution and its employees and prospective student-athletes. All employees should refrain from contacting prospective student-athletes prior to the student-athlete signing a National Letter of Intent to enroll at the University of Mississippi. Please visit the Ole Miss Compliance website ([LINK](#)) and consult with Ole Miss Athletics Compliance Office if you have questions about content before posting.
- 2.7 Do not use official logos, trademarks, or any other university images or iconography on personal social media sites. Refer to the University Marketing & Communications Creative Toolbox ([LINK](#)) for questions about university marks, logos, and images.
- 2.8 All official social media accounts are digital representatives of the University of Mississippi. As such, it's important to be accurate. When possible, link back to original source material on olemiss.edu websites. When linking to a news article about the university, check first to see whether you can link to a release on Ole Miss News, the official UM news website, instead of linking to an external publication or other media outlet. If you must link to an external original source of information outside of the university website, be sure to verify and confirm its accuracy.
- 2.9 University Marketing & Communications reserves the right to govern the adoption and oversight of all Official University Social Media Accounts. UM employees who fail to comply with this policy will be referred to their supervisor for commensurate disciplinary action.

All university social media accounts must comply with any approved applicable university branding standards. Any use of official university logos, trademarks, or other images on Official University Social Media Accounts must have prior approval.\*

*\*Brand standards are now under development as part of our relationship with Ologie.*

### 3. DEFINITIONS

- 3.1 Social Media: Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to

share information, ideas, personal messages and other content (such as videos). Examples include, but are not limited to: Facebook, Instagram, LinkedIn, Snap, Twitter, YouTube, and other similar platforms or applications.

- 3.2 Copyright: A form of intellectual property law protecting original works of authorship including literary, dramatic, musical, and artistic works. A copyright does not protect facts, ideas, systems or methods of operation - only the way these objects may be expressed.
- 3.3 Official University Social Media Account: A social media site that represents a University of Mississippi college, department, or official program. Any other social media site, such as a student organization site or an employee's personal social media site, is NOT subject to this policy.

DRAFT



Red: denotes hyperlink needed

## Social Media Guidelines (External)

Ole Miss has developed a powerful voice on social media with hundreds of thousands of followers across the primary social platforms. Whether it be students, parents, faculty, staff, teams, alumni, departments or friends of our university, all of us have one thing in common – The University of Mississippi. With an ever-growing list of platforms like Facebook, Twitter, YouTube, Instagram and Snapchat, social media has allowed our university to reach local, regional and international audiences instantly. It has allowed our institution to engage widely and share the Ole Miss experience in a dynamic way.

The University of Mississippi supports student, faculty and staff usage of social media and online communities. This document outlines the ways in which you may safely and effectively create an even more powerful presence on social media within university guidelines. By following these guidelines and working together, it will allow us to spread our messages to an even broader audience.

This document applies to all UM employees as well as individuals posting on behalf of the university, and it could also prove helpful for anyone using social media in any capacity. This living, breathing document will be updated by representatives in University Marketing & Communications as social media evolves.

We have compiled this document following a review of guidelines and best practices by colleagues at SEC institutions and other universities across the country.

### Supporting Pages

- Our Mission Statement
- I Need Help!
  - [Ole Miss Social Media Directory](#)
- The Ole Miss Brand on Social
- Important Policies and Guidelines for University Employees
- Important Guidelines for Departments and Ole Miss Social Media Managers
- Contact Us
- [Social Media Application](#)

### Our Mission Statement

The university's social media team, which is part of University Marketing & Communications, aims to showcase the Ole Miss experience through all official online communities in a stimulating way to raise awareness and create engagement.

## I Need Help!

It's a big world out there. Social media is constantly changing. Are the walls closing in on you? Let us help you organize your thoughts! Not only will it help us to build a relationship with you and your department or organization, but we will be able to cross-promote your content and your platforms across all official university social media accounts. [Request a social media consultation](#).

Don't need our help? No problem! Simply fill out this [social media application](#) to be officially recognized by the University of Mississippi. Once approved, we'll add it to our [Social Media Directory](#).

## The Ole Miss Brand on Social

We embrace social media as an essential communications platform at the University of Mississippi. Here's a list of our primary social channels – all of which are maintained by staff members of University Marketing & Communications located in Sam-Gerard Hall.

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [YouTube](#)
- [Flickr](#)
- [LinkedIn](#)

The above platforms use very similar treatments of the Ole Miss logo. Once you have [registered](#) and been approved as an Official University Social Media Account (as defined in the university's Social Media Policy), you'll gain access to a specially created intranet system developed for all Ole Miss social media managers that includes a list of free resources, tools, and more!

## Important Policies and Guidelines for University Employees

All university policies apply when using social media tools on behalf of the University of Mississippi. Familiarize yourself with the policies below and [all other related Human Resources policies](#) before creating an Official University Social Media Account or posting on behalf of the University of Mississippi.

[IT Appropriate Use](#)  
[Information Confidentiality/Security](#)  
[Official Web Pages](#)  
[Privacy in the Electronic Environment](#)  
[Employee Conflict of Interest](#)  
[Media Relations](#)  
[Sexual Harassment](#)

[Non-Discrimination & Complaint Procedure](#)  
[Permission Required to Use University Trademarks](#)  
[Political Activities and Public Office](#)  
[Code of Ethics and Conduct](#)  
[Copyright \(Intellectual Property\)](#)

If you post on behalf of a unit of the university, the following rules apply, in addition to the policies listed above:

1. **Protect institutional confidential and proprietary information.** Do not post confidential or proprietary information about the university, its students, employees, patients or alumni. Employees must follow applicable federal requirements, including the Family Educational Rights and Privacy Act ([FERPA](#)) and the Health Insurance Portability and Accountability Act ([HIPAA](#)). All University of Mississippi employees should also abide by all NCAA regulations governing interactions between the institution and its employees and prospective student-athletes. All employees should refrain from contacting prospective student-athletes prior to the student-athlete signing a National Letter of Intent to enroll at the University of Mississippi. Please visit the [Ole Miss Compliance website](#) and consult with officials if you have questions about content before posting.

Employees who share confidential information do so at the risk of disciplinary action, including and up to termination.

2. **Adhere to copyright and fair use law.** When posting, be aware of the copyright and intellectual property rights of others and of the university. Please refer to the UM policy on [Copyright \(Intellectual Property\)](#). Questions about fair use or copyrighted material should be directed to the [Office of General Counsel](#).
3. **Be aware of terms of service.** Comply with the terms of service of any social media platform used. If you plan to launch an Official University Social Media Account for the University of Mississippi, the institution requires that you follow the terms of service and conditions of your chosen platforms. Please see terms and conditions for major social media platforms below:

[Facebook](#)  
[Twitter](#)  
[YouTube](#)  
[Instagram](#)  
[Snapchat](#)  
[Flickr](#)  
[LinkedIn](#)  
[Wikipedia](#)  
[Wordpress](#)  
[Pinterest](#)  
[Tumblr](#)

4. **Do not use university logos or trademarks without permission.** All employees should refer to the [University Marketing & Communications Creative Toolbox](#) for questions about university marks, logos and images. (UM Marketing & Communications to create downloadable assets folder for official university social media accounts as well as personal use for employees)
5. **Do not announce university news and be sure to link to official content.** All official social media accounts are digital representatives of the University of Mississippi. As such, it's important to be accurate. When possible, link back to original source material on olemiss.edu websites. When linking to a news article about the university, check first to see whether you can link to a release on [Ole Miss News](#), the official UM news website, instead of to an external publication or other media outlet. If you must link to an external original source of information, outside of the university website, be sure to verify and confirm its accuracy.
6. **Identify your views as your own.** As employees at the University of Mississippi, the things we say and do reflect directly upon not only our personal reputations but also the university's. It is sometimes difficult for external audiences to distinguish the difference between an individual's opinion and an official position of the university, especially when we identify ourselves as UM employees. On your personal accounts, please be clear in declaring your views as your own if you identify yourself as an employee of the university. A simple disclaimer should suffice.
  - a. **Ex:** "The views expressed on this {blog, page, account, etc.} don't reflect those of The University of Mississippi."
  - b. **Ex:** "Views are my own, not necessarily those of my employer."
  - c. **Ex:** "Opinions are mine."
  - d. **Ex:** "All views, posts and opinions are my own."
7. **Be respectful.** Be constructive and respectful when discussing differing opinions online. We should strive to uphold the [UM Creed](#), and our voices on social media should reflect those values.

# Important Guidelines for Departments and University Employees Who Run Official Accounts

1. **Notify the university.** Fill out the [social media application](#) to inform University Communications.
2. **Keep your personal and UM accounts separate.** If you plan on posting to your organization's Facebook page using your personal cell phone, you must be extremely careful to separate your personal account from the official university account.

All official University of Mississippi social media accounts should be registered to a shared or general email address that can be accessed by more than one person. Previously established UM email addresses are preferred (ex: "getsocial@olemiss.edu"). This information should be submitted along with the Social Media Application.

If you're struggling to manage multiple accounts, social media management tools like Hootsuite or Sprinklr may be worth exploring. University Marketing & Communications uses Hootsuite to engage with an audience of more than 340,000 on social media. Feel free to [reach out to us](#) if you have any questions or would be interested in learning about our [Hootsuite Enterprise](#) account.

3. **Use conversational language on official UM accounts.** “We,” “Our,” “Y’all,” etc. We’re southern and hospitable and our social media outlets should reflect that. Throw out AP Style and be friendly — especially if you're targeting current or prospective students.
4. **Establish guidelines on your platforms.** Folks with whom we're interacting on social have opinions (sometimes, lots of opinions!). Allow your followers to express their opinions freely, but they should understand community expectations. Map out guidelines in your "about" sections or by providing links on your social media platforms. Check out the [official comments policy](#) of the University of Mississippi Facebook page. It's quite similar to the [official comments policy](#) of the University of Mississippi Instagram account. If negativity is a really becoming an issue on one of your accounts, [take a look at this document \(LINK TO DEPAUL SITE ON NEGATIVITY\)](#).
5. **Stay vigilant and monitor comments closely.** Social media, regardless of the platform, isn't a 9-to-5 job — it requires constant monitoring and never takes a break for the holidays. Your audiences expect a timely response if they have a question or an issue arise, so be prepared to devote resources to social media monitoring. If you see a post or a comment that you think requires an official response, please contact [University Marketing & Communications](#) at (662) 915-2101.
6. **Identify a back-up.** Primary administrative rights for Official University Social Media Accounts should be assigned only to university employees. Official University Social Media Accounts should have a Primary and Secondary administrator to ensure that the site is managed consistently. Should the Primary administrator be unavailable, the Secondary administrator will manage the account to keep it current and monitor activity

on the site. At least one of the administrators should be a permanent, full-time university employee.

7. **Think of social media as a conversation.** Talk *with* your audiences, not *at* them. Don't just talk about your respective department or organization, spark conversation. Keep in mind that the **overall goal (LINK TO MISSION STATEMENT PAGE)** is to build an online community. Show them that you care about them. Ask for their opinions and encourage the exchange of ideas. The ability to engage with your audience is what makes social media so unique — Embrace it! Looking to generate some content ideas? Become a part of our [Official Ole Miss Social Media Slack Channel](#) (just for social media managers at Ole Miss).
8. **Be respectful.** Understand that the conversations you promote on any social media site could spark discussions of opposing ideas. Your responses to those ideas should be considered carefully in light of how they would reflect not only upon your department or organization, but also the University of Mississippi. As a university, we strive to uphold the [UM Creed](#) and our voices on social media should reflect those values. If you are unsure how or whether to respond to a thread on your site, feel free to reach out to University Marketing & Communications to discuss how best to proceed.
9. **Strive for accuracy.** Check and double-check your facts before posting them on social media. Review your posts for grammar and spelling.
10. **Spread the love.** Creating your own content to sustain an official social media account can be demanding. We have **hundreds of other official Ole Miss online communities (LINK TO SOCIAL MEDIA DIRECTORY)** LINK that do a great job of sharing content that would most likely be of interest to your audience. Follow those accounts and share the best of their content. Facebook, Twitter, Instagram and Pinterest (and plenty of others) support user tagging. Tag and mention other accounts when necessary. Not only is it proper social media etiquette, but you may find that they'll reciprocate the gesture. For example, if your department is hosting an event at The Inn at Ole Miss and you want to post about the event on your departmental Twitter account, find the Inn on Twitter ([@TheInnatOleMiss](#)) and tag them in your tweet. They'll most likely retweet that message, thus sending out your initial tweet to all of their followers!
11. **Stay trendy.** What's cool with the youngsters these days? You may be surprised; it's not all hula hoops and lava lamps any more. If you're trying to connect with current or prospective Ole Miss students, be sure to stay abreast of online trends and current lingo.
12. **Be valuable.** Before posting, ask yourself whether the intended post will be of interest or add value to your community. Social media users are flooded with thousands of messages each day, so be sure you're providing stimulating content that is unique to your followers. Need a better understanding of what's important to your audience? [Contact us.](#)
13. **Develop a content calendar.** It's perhaps one of the best pieces of advice we ever received. Launching a social media account for a university entity is difficult enough, but maintaining a high level of engagement is critical and can be tough if you don't know

what you'll say each day. We have plenty of examples of content calendars at University Communications and we can even develop content that can be shared on your account. [Click here](#) to let us help!

14. **Evaluate regularly.** Review your account's effectiveness regularly. This practice will help you to learn more about your audience, and it may result in more followers down the road once you begin to understand the content they want to consume. Most platforms (like Twitter and Facebook) include native analytics and are easy to use.
15. **Be consistent.** In all posts (graphics, videos, images, etc.), be sure your design and distribution are consistent.
16. **Protect the institution.** Posts on social media sites should protect the university's institutional voice by remaining professional in tone and in good taste. No individual unit should construe its social media site as representing the university as a whole, nor should it attack the university in any way. Consider this when naming pages or accounts, selecting a profile picture or icon, and selecting content to post. Names, profile images and posts should be clearly linked to the particular department or unit rather than the institution as a whole. Need help creating a look for your social media sites? [Click here \(LINK TO OLE MISS BRAND ON SOCIAL\)](#).
17. **Do not use the university's name to promote a product, cause or political party or candidate.** University of Mississippi employees and departments are not authorized to enter into digital marketing and advertising agreements or sponsorships or without prior authorization and approval of the [Office of Procurement Services](#). Any unit wishing to purchase advertising services from social media sites, or from any type of publication, must follow all applicable rules and policies governing both the public relations considerations and the procurement and contracting considerations related to such services.
18. **Appoint no fewer than two full-time University of Mississippi employees to serve as administrators for each account.** University of Mississippi employees identified as administrators of accounts are responsible for managing and monitoring content of their social media accounts. Administrators are responsible for removing any content that violates university policies or the above guidelines. Primary administrative rights for Official University Social Media Accounts should be assigned only to university employees. Official University Social Media Accounts should have a Primary and Secondary administrator to ensure that the site is managed consistently. Should the Primary administrator be unavailable, the Secondary administrator will manage the account to keep it current and monitor activity on the site. At least one of the administrators should be a permanent, full-time university employee.



## Contact Us

To schedule a social media consultation with the Ole Miss Social Media team or if you have questions about how we utilize social media, contact Webb Lewis at (662) 915-5085.

To request a meeting about brand standards, marks and logos, contact Dennis Irwin at (662) 915-5079.

If you see something online that you think our team may need to know about, contact [University Marketing & Communications](#) at (662) 915-2101.

All students, faculty and staff have access to the [University Marketing & Communications Creative Toolbox](#).

## Social Media Application

Before launching your Official University Social Media Account, complete the **social media application**. It's a simple form and is the first step to becoming recognized as an official university account.

Before completing the application below, consider the following questions:

1. Do we have the personnel available to maintain a social media account at a consistent, professional level of engagement? Does that person have the time to manage this account, and keep it timely? Who is responsible for the account on the weekends?
2. What happens when the Primary administrator goes on vacation? What happens when the administrator leaves the university?
3. Who is our audience? What platform works best for our unit and our target audience(s)?
4. What kind of content will we share? Do we have enough unique content that will allow us to set our unit apart from any other similar accounts?
5. What do we hope to accomplish with this account?
6. How will we define success for this account?
7. Who should we talk to before we launch a social media account?
8. What email account should be used to administer the account?

It's also important to clearly and concisely identify your unit when naming your social media presence. Do not name your page in such a way that it may be confused with a general page representing the entire University of Mississippi, or with any other UM unit. To make your page easier to find and to avoid confusion, add the institution name "University of Mississippi" or "Ole Miss" before your unit name. For example, "University of Mississippi Office of Admissions," not "Admissions at the University of Mississippi."



Correct names could include:

Ole Miss Admissions  
University of Mississippi Department of History  
University of Mississippi Financial Aid

Want to talk more about your ideas before you launch an account? [Email us!](#)

(INSERT FORM)

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## **Media Relations Policy – Background**

**Purpose:** To create an aligned, consistent approach to engagement with news media for administrators, faculty, and staff

**Overview:** Last updated in 2015, the current media relations policy does not address the media needs of a flagship university in today's media landscape. This policy has been updated in order to detail the university's process and approach to facilitating media inquiries, defining a clear process for faculty and staff interaction with members of the media, and disseminating news releases to external audiences. The new policy, which was also shaped by a review of similar policies at a dozen peer institutions, outlines the university's desire for faculty to speak with members of the media regarding their subject matter expertise, while also providing helpful guidelines for those who don't interact with media on a regular basis and might want assistance or training before conducting an interview.

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# Media Relations and Communications Policy

**Summary/Purpose:** In order to enhance the University of Mississippi's image, brand and reputation, this policy creates an aligned, consistent approach to engagement with the news media for administrators, faculty and staff across campus to produce clear, concise communications that are strongly connected to institutional strategic priorities.

University Marketing and Communications is the designated contact point for the news media and is the source of official information about the university. This policy was established to detail the university's process and approach to facilitating media inquiries, defining a clear process for faculty and staff interaction with members of the media, and disseminating news releases to external audiences.

## MEDIA INQUIRIES AND STATEMENTS

### **Media inquiries for official responses/statements/opinions**

Inquiries for **official** university response, statement or opinion to any matter must be referred to University Marketing and Communications (UM&C). Administrators, faculty and staff (UM personnel) may not offer the university's **official** response, statement or opinion, unless express authorization has been provided by UM&C in coordination with the Office of the Chancellor. The Chief Marketing and Communications Officer, or his/her designee(s), serves as the official spokesperson for the university and will deliver all official university response messages to members of the media on behalf of the institution.

### **Incidents, or sensitive or emergency issues**

Incidents or newsworthy items of significance, including those that may lead to negative perception or publicity for the institution or a specific college, department or other area, should be conveyed to UM&C as soon as possible to gather facts, draft and review the university's response as warranted, and ensure that the university's position is presented accurately in media coverage. Embargoes can be established or confidentiality assured for sensitive topics, or when external partners are involved and require such agreements. UM personnel may not send information or issue official statements separately to members of the media without coordinating with UM&C.

When an issue arises that could affect public safety or the university's reputation, UM&C personnel will work with leaders across the university to assist with crafting and distributing messages to internal partners, such as emergency management and public safety officials and Senior Leadership Group members, and external audiences, such as members of the media and public. In the event a crisis or negative incident primarily impacts one college, school or area, UM&C will work with the dean, administrator or other UM personnel on response and resolution.

### **General media inquiries**

UM&C will facilitate all media inquiries. UM&C will connect members of the media with an administrator, faculty or staff member best suited to address specific topics. UM personnel who are contacted by a member of the media should coordinate with UM&C first in order to ensure

the best representative of the university is identified to facilitate the inquiry. For cases in which members of the media contact multiple colleges/departments about the same topic or issue, UM&C will coordinate broader and aligned messaging.

## **INTERACTING WITH MEDIA REPRESENTATIVES**

### **Faculty responses to media**

Faculty members are encouraged to speak with members of the media regarding their areas of subject matter expertise. In such cases, they are not required to seek advance approval. Upon request, UM&C can provide assistance or guidance regarding interview preparation to help communicate your expertise clearly to members of the media for consumption by a general audience. During media interviews, faculty and UM personnel must clearly state their role and affiliation with the university for proper attribution.

Faculty members are encouraged to notify deans, department chairs/heads and UM&C when discussions with a member of the media have occurred so UM&C can track the resulting media coverage, share that coverage with the university community as appropriate, and/or enhance the visibility and opportunity for media promotion.

In speaking or acting as private persons, personal opinions should be clearly and carefully identified as such. Examples of the types of issues that should not be discussed with the media in a professional capacity include: 1) legal issues, 2) personnel matters, 3) questions that involve university integrity, such as ethics or issues that may result in harm to others, or 4) a campus crisis or emergency. Refer all such inquiries to UM&C.

UM personnel may not offer the university's **official** response, statement or opinion, unless express authorization has been provided by UM&C in coordination with the Office of the Chancellor. As outlined in the prior section, **official** responses on university matters must come from UM&C. If asked for an official university response, faculty or staff can direct members of the media to UM&C.

### **Media on campus**

The University of Mississippi welcomes representatives of the news media to campus. Journalists who plan to visit should notify UM&C to ensure the appropriate assistance with sources, logistics and access to locations.

As a public institution, UM is an open campus that provides the media with reasonable access to outdoor and indoor spaces. However, the university may regulate media access so as not to disrupt teaching or research, to protect the health and safety of students and staff, to protect the privacy of students and others who live on campus, and to comply with state and federal laws on student and personnel data.

While on university property, members of the media should be accompanied by a UM&C staff member or a designee(s) appointed by UM&C. UM personnel who are contacted about a member of the media coming to campus in advance should notify UM&C as soon as possible or notify UM&C immediately if a member of the media arrives unannounced on campus. Requests

to gain access to non-public areas of the university, such as residence halls and secured research facilities, must be submitted 5 working days in advance and will be evaluated prior to approval. If the request is approved, members of the media must be accompanied into these non-public areas by a UM&C staff member or a designee(s) appointed by UM&C.

### **Media training**

UM&C can provide media training to administrators, faculty and staff interested in learning more about interacting with members of the media effectively. UM&C can coordinate and host media training seminars for large groups or schedule individual sessions for members of the campus community.

## **DISSEMINATION OF NEWS**

### **News releases**

All university news and media advisories\* (electronic or print) must flow through and be approved by UM&C prior to publication and distribution to media outlets. UM&C will review and/or edit these items for appropriate news, newsworthiness and/or editorial/design standards and work with specific departments, colleges and other areas on revisions or concerns. UM personnel may not send information (including formal and informal efforts to place stories in media outlets) or releases separately to media without coordinating with UM&C. UM&C will work with UM personnel to tailor media distribution for maximum exposure among local, state and national outlets through its distribution platforms. Upon request, niche publications or journals specific to a particular area of focus can also be targeted for distribution.

In addition to UM&C editing workflows, news releases might require additional approvals, such as those that involve the following areas:

- Research news: Any release or news item involving research, external funding or other intellectual property must be approved by the Office of Research and Sponsored Programs.
- Legislative/federal funding news: Any release or news item containing information of import for legislators (state and federal) must be approved by the university's government relations team.

### **College/school/departmental content**

Articles, stories, blogs or other posts originating from within a specific college, school or department on campus should flow through UM&C for review prior to publication on a university website managed by an individual department or center. While not required, this approach allows for aligned and consistent messaging with off-campus or external audiences, as well as an opportunity for broader and aligned messaging across campus if needed. UM&C will periodically review web content, publications and other products to ensure alignment.

*\* University news and media advisories, also referred to as news or press release, means a communication directed at or distributed to local, national or international media outlets for the*

*intended purpose of announcing or sharing noteworthy matters pertaining to the university and encouraging media coverage of the matter described in the advisory. These items may be written, recorded or spoken through electronic or print mediums.*

*Media relations and communications activities for Athletics is managed through its sports information office and for the University of Mississippi Medical Center through its Office of Public Affairs at the University of Mississippi Medical Center. UM&C will be consulted regarding responses to all significant issues that have the potential to reflect upon the reputation of the university.*

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# Media Relations and Communications Guidelines

## Interacting with media representatives

When contacted by a member of the media, University of Mississippi personnel should consider the following questions before agreeing to an interview for publication:

- Do I have all the relevant and up-to-date information on this particular topic?
- Do I know what all the key messages are for this particular topic?
- Am I the appropriate spokesperson or topic expert for this particular topic?
- Will I feel comfortable when my name is used by the media in print, online or broadcast as the person speaking for the department on this particular topic?
- Have I worked with University Marketing & Communications staff in the past to learn about the best techniques for conducting an interview with members of the media?

If the answer is NO to any of the above questions, politely decline the interview and tell the reporter that someone will get back to them shortly. Then, contact UM&C as soon as possible with the name, phone number or email address of the reporter, the nature of their inquiry and their deadline. UM&C staff might come back to you as the person who should conduct the interview, but training and support can be provided beforehand to ensure consistent and aligned messaging.

If you answer YES to all of the questions, feel free to proceed with the interview, remembering to answer only questions for which you are the spokesperson or topic expert. If the interview strays from the original topic, inform the reporter you will find someone else better suited to answer those particular questions. As soon as possible after the interview, university personnel should contact UM&C with the following information:

- Media outlet and reporter
- Topic of interview
- General summary of interview (what questions were asked and how you answered them)
- When the story will run/air

## UM&C information

UM&C asks that all media inquiries be sent to [umpr@olemiss.edu](mailto:umpr@olemiss.edu) for review. This inbox is monitored by multiple members of the UM&C staff and ensures the quickest response. Phone calls can be directed to UM&C's main office at 662-915-7066.