

USE OF ACADEMIC STAFF NAMES IN PROMOTIONAL MATERIAL (AMENDED 19.12.2011)

Section	Institute Governance and Management		
Approval Date	18.05.09	Approved by	Senior Management Team
Next Review	19.12.2013	Responsibility	Director of Marketing and Student Management Systems
Key Evaluation Question	6	ITPNZ Quality Standard	5

Generally the names of academic staff are not used in promotional material in order to foster an approach of marketing Nelson Marlborough Institute of Technology overall as a quality provider rather than individual tutors.

However the Institute gains some marketing benefit from stating names of specialist academic staff where:

- the academic staff member is hosting seminars and/or short courses.
- the academic staff member has the connections to engage a particular stakeholder group
- the academic staff member has achieved national or international recognition in their area of expertise
- promotion of the academic staff member will enhance the perception that NMIT is a quality provider

POLICY

1. For ongoing full-time and part-time courses using full-time or regular part-time staff, academic staff member names will not be advertised unless the promotional material is approved by the Director of Marketing and Student Services or Chief Executive.
2. For short seminars or courses using part time academic staff where publication of the academic staff members name is an obvious marketing feature, names may be advertised.
3. In all cases the academic staff member's agreement must be sought prior to using their names in promotional material.

This policy does not apply to researchers or academic staff in their research role.

REFERENCES

INTERNAL

Programme Area Marketing Strategies
Marketing Communications
NMIT Brand Guidelines for Marketing Communications