THE UNIVERSITY OF CHICAGO

PRITZKER SCHOOL OF MOLECULAR ENGINEERING

Policies & Procedures

Marketing, Advertising, Branding, Public Relations,
Media Relations, Web Standards, Social Media,
Mobile Applications, Videography and Photography

**The University of Chicago Pritzker School of
Molecular Engineering Strategic
Communications and Marketing**

2025

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Overview

The University of Chicago Pritzker School of Molecular Engineering (UChicago PME) Strategic Communications and Marketing Policies and Procedures guide the UChicago PME community in its strategic communications and marketing activities and have been updated and documented for FY2024. Recognizing the need to enhance Pritzker Molecular Engineering's image and message, a stronger and more defined relationship has been established between the UChicago PME Strategic Communications and Marketing team, the UChicago PME Community, the UChicago campus community and our many partners. The goal is to produce consistently high- quality internal and external messages reflecting the UChicago PME mission, institutional identity (branding), positioning and strategic priorities.

Policies / procedures are in place to:

- Ensure all information is consistent with UChicago PME design and editorial standards

- Provide resources to assist all UChicago PME themes, offices, and programs

- Integrate efforts between the UChicago PME Strategic Communications and Marketing and other communicators to optimize creativity in design and message, as well as to improve information flow, ensuring compliance

- Ensure UChicago PME is efficiently leveraging its marketing and advertising investments at all levels and in all areas

- Maximize opportunities to enhance UChicago PME visibility or stories

- Ensure the greatest efficiency and effectiveness in the flow of institutional information

- Reduce miscommunication

Please note: As the only recognized University of Chicago Pritzker School of Molecular Engineering designations, the use of the names "UChcago Pritzker School of Molecular Engineering" and "UChicago PME" are identical in meaning, including references to approval processes, throughout the Policies and Procedures.

All references within Policies and Procedures refer to required approval by UChicago PME Strategic Communications and Marketing.

UChicago PME Strategic Communications and Marketing

The purpose of the UChicago PME Strategic Communications and Marketing Policies and Procedures is to establish the lines of responsibility and standards for Pritzker Molecular Engineering's branding, Strategic Communications and Marketing efforts. The policies and procedures outlined in this document apply to all UChicago PME themes, programs, groups, and budgetary units.

Background

Effective communication is central to an enterprise's success. Whether through paid advertising, media relations, brochures and other printed publications, promotional videos, TV commercials, webpages, direct mail, social media or other means, the consistent application of strategies to promote and protect the University of Chicago Pritzker School of Molecular Engineering brand is of vital importance.

Until 2022, decentralized communication management often led to conflicting and inconsistent messaging about UChicago PME. The UChicago PME community is embracing the concept that successful marketing strategies and communications efforts cannot evolve from isolated or ad hoc methods, even with the best intentions. As a result, we are committed to maintaining a competitive edge among our national research university peers and our identity as the country's first school of molecular engineering. This is accomplished by strategically communicating with a consistent voice,

recognizing that it is essential that communications and marketing activities be coordinated through one central area, the UChicago PME Strategic Communications and Marketing team.

Policy
It is UChicago PME policy that the overall development and application of strategic communications and marketing strategies throughout the school rest primarily with the UChicago PME Strategic Communications and Marketing team, or "MarComm." UChicago PME's MarComm team is charged with oversight for the development of strategic communications and marketing strategies, and for coordinating the external communications activities of the entire school. No marketing consultants, marketing research firms, social media consultants, advertising agencies, graphic design firms or web design firms may be hired without prior UChicago PME Strategic Communications and Marketing approval.

All UChicago PME external communications will be coordinated through, and approved by, the UChicago PME Strategic Communications and Marketing team. These institutional activities include, but are not limited to:

- Publications (including print and electronic publications)

- Institutional branding, logos and theme or unit graphic identity

- Advertising (the term advertising includes traditional media channels — TV, radio, billboard, magazine, newspaper, etc.), as well as marketing communications that utilize new media channels, including websites, email solicitations, product placement and other activities involved in marketing the University of Chicago Pritzker School of Molecular Engineering

- Media relations (distribution of press releases, development of external newswires, faculty expert databases and all other activities related to media relations)

- Institutional videos

- Primary UChicago PME webpages

- Emergency communications

- Institutional social media

- Licensing Program management, including a review and approval process for all items bearing PME branding.

UChicago PME Communications
UChicago PME's MarComm team assists all UChicago PME communicators, including UChicago PME administrators, faculty, staff, and students, helping to ensure that the University of Chicago Pritzker School of Molecular Engineering image is accurately portrayed in news, promotional materials, activities, and events. UChicago PME MarComm emphasizes a collaborative approach, guided by UChicago PME Strategic Communications and Marketing Policies and Procedures, the UChicago PME Brand Standards Style Guide, and periodic meetings and communication to promote a spirit of intellectual and creative collaboration to optimize excellence and creativity in design and messaging, and compliance with policy.

All UChicago PME themes, programs, labs and/or budgetary unit employees and/or students responsible for marketing, publications or media relations are invited to participate in the UChicago PME Communicators Network as organized and facilitated by UChicago PME Strategic Communications and Marketing.

UChicago PME Marketing
UChicago PME's MarComm team works in partnership with key UChicago PME administrators and partners who have official responsibilities that include developing and managing marketing and sponsorship agreements, and other contracts between UChicago PME and external constituencies.

We take a collaborative approach to maximizing UChicago PME's messaging, image, financial resources, and benefits in management of external marketing and non-research sponsorship agreements and/or contracts. This approach also serves to minimize duplicate solicitations in the UChicago PME community from external sources and maximize internal UChicago PME cross-marketing potential by:

- Evaluating the significant value to external entities in exposure, affiliation, and relationship with UChicago PME, and then reviewing and recommending sponsorship policies and prices accordingly

- Identifying sponsorship opportunities throughout PME

- Coordinating the review of sponsorship solicitations

- Advising on current and potential sponsorship issues and opportunities, including preservation of UChicago PME's image and reputation

UChicago PME Corporate Sponsorships
All sponsorship programs offering corporate identification with UChicago PME on collateral materials, including print publications, online, video, clothing, and other items, must adhere to UChicago PME's Brand Standards. UChicago PME branding must always be prominent and dominant, with sponsor identification having secondary position, preferably in the form of the corporate sponsor's name only (no graphics). It is the policy of the UChicago PME website to list corporate sponsors with a link to the partner's website (no graphics).

On T-shirts and other garment tops, one of UChicago PME's primary logos (the Pritzker School Molecular Engineering full logo) must be placed on the front left chest area of the garment OR one of these two logos may be centered on the front of the garment above other marks or graphics. Corporate logos and other graphics may be placed on the back, sleeve, or lower front (below the UChicago PME full logo).

The Assistant Dean of Strategic Communications and Marketing or the Director of Strategic Communications and Marketing are the contacts for inquiries related to corporate sponsorship branding:

Melissa Abraham
melissaabraham@uchicago.edu

Josh Hammond
joshhammond@uchicago.edu

Internal Communications

Policy
All internal communications on behalf of the University of Chicago Pritzker School of Molecular Engineering (UChicago PME), including those from UChicago PME leadership or pertaining to overall policies, must be reviewed, and approved by UChicago PME's Strategic Communications and Marketing team or human resources. For messages related to specific events, they should be vetted through UChicago PME Events Administrator, Ira Staples (staplesi@uchicago.edu), ensuring alignment with the school's messaging and branding. Messages concerning students must be shared with the marketing and communications team for review and should receive final approval from the Dean of Students to ensure consistency and accuracy in conveying UChicago PME's values and information. This policy aims to maintain effective and cohesive communication within UChicago PME while upholding the school's standards and ensuring a unified message.

List Hosts
• Email messages must be related to the business and mission of the UChicago Pritzker School of Molecular Engineering.

• Emails of a personal nature, such as notices of items for sale, lost or found items, and solicitation of goods or services are not allowed.

• Messages that publicize or endorse causes (even a very good cause), such as relief efforts for victims of natural disasters or organizations seeking assistance that are not already associated with the University, are not allowed.

• List-host moderators have the right to withhold any messages that do not meet the guidelines set forth in this policy.

Crisis Communications

In times of crisis, all communications shall be authorized and disseminated exclusively by the Dean of the University of Chicago Pritzker School of Molecular Engineering (UChicago PME) in conjunction with the Assistant Dean or Director of Strategic Communications and Marketing.

Employees are encouraged to promptly notify the Dean, or the Assistant Dean for Strategic Communications and Marketing should they encounter or become aware of any information, whether in person or online, that may signal the onset of a crisis (e.g., chemical leak).

This proactive approach ensures that crisis communications are centralized, coordinated, and consistent, enabling UChicago PME to respond effectively, maintain transparency and protect its reputation in challenging situations.

Leadership Communications

Communications made on behalf of the Dean of the University of Chicago Pritzker School of Molecular Engineering must undergo a thorough review and receive explicit approval from the Dean/Dean's office prior to dissemination.

UChicago PME's Strategic Communications and Marketing team stands ready to offer assistance and support to leadership as required and deemed suitable. This policy ensures that messaging from the Dean aligns with UChicago PME's values, objectives, and communication standards, promoting clarity, consistency, and effective communication throughout the school.

Use of AI in UChicago PME Communications

Using your UChicago PME email address
Employees are by default representing UChicago PME and the UChicago when using an official work email address. Only use work email for UChicago PME-related work that is approved and publicly available.

Are Chat GPT or other AI tools a secure system?
Inputting secure information or information that is not ready for public consumption is prohibited. Do not use Chat GPT or other AI tools to generate content associated with protected research areas (proprietary lab information, national security, defense, etc.) If you are unsure whether the information you are working on is proprietary, do not use it. Ask your supervisor if you do not know if you should be using AI on a project.

Tips for AI use in Communications:

- Balance automation and human input for optimal results

- Be transparent on the use of AI

- Be mindful of potential biases that may be present in the training data

- Ensure compliance with legal and ethical considerations

- Analyze performance to improve quality (Is it helping us? Is it making us more productive? Is it causing problems? Document this and talk with supervisor.)

Advertising

Purpose
The purpose of this policy and procedure is to designate approval procedures for all Pritzker School Molecular Engineering advertising.

Policy
All UChicago PME advertising (other than for personnel recruitment) placed on behalf of the University of Chicago Pritzker School of Molecular Engineering, and any entity therein, in any publication or electronic

of Strategic Communications and Marketing is UChicago PME's point of contact for all advertising vendors.

All advertising purchased by any theme, lab, office, program and/or budgetary unit within the University of Chicago Pritzker School of Molecular Engineering, excluding personnel classified advertising, which should be coordinated through UChicago PME Human Resources, must be approved by the Director of Strategic Communications and Marketing.

This ensures:
- Quality control, appropriateness, and consistency of UChicago PME's messaging and image

- UChicago PME receives the most competitive rates possible for all advertising purchases

- UChicago PME internal communication and appropriate notice regarding messaging has occurred among all relevant parties

External Advertising / Marketing / Creative Agencies
When necessary, the University of Chicago Pritzker School of Molecular Engineering appoints external advertising agencies to provide professional advice and creative services for branding campaigns and other key projects. Any UChicago PME area considering engagement with an advertising or marketing agency should first consult with the Assistant Dean or Director of Strategic Marketing and Communications.

Name, Seal, and Logos

Purpose
The purpose of this policy and procedure is to delineate the acceptable uses of the University of Chicago Pritzker School of Molecular Engineering logos as defined in the UChicago PME Brand Standards Style Guide (PME.edu/brand).

Policy
It is UChicago PME's policy that the development and application of UChicago PME brand standards is determined by the UChicago PME Strategic Communications and Marketing unit as approved by the Dean. All UChicago PME community members are required to use UChicago PME logos, publication guidelines and graphic standards as outlined in the UChicago PME Brand Standards Style Guide.

UChicago PME's name and logo are the official emblems and registered trademarks of UChicago PME and may only be used for official University of Chicago Pritzker School of Molecular Engineering purposes. The University of Chicago seal is reserved for use by the President's Office and is to appear only on official documents, high-end merchandise, and other communications at the discretion of the President or the President's designee.

UChicago PME logos, along with accepted variations, are the primary graphic marks for the University of Chicago Pritzker School of Molecular Engineering. The logos are designed to promote the UChicago PME brand and must be used on all internal and external printed and electronic materials representing the University of Chicago Pritzker School of Molecular Engineering. While the logos must be used by all themes, units, offices, programs, and labs on all internal and external printed and electronic materials representing UChicago PME (including letterhead, business cards, reports, magazines, newsletters, presentations, webpages, and temporary and permanent signage), the logos are not to be modified by changing the font, proportions, color, or other design alteration. UChicago PME logo use is not permitted in publications and displays that are not under the auspices or official sponsorship of the Pritzker School of Molecular Engineering. Questions regarding the use of the UChicago PME logos in publications or displays should be addressed to the Director of Strategic Marketing and Communications, UChicago PME Strategic Communications and Marketing.

Licensing
Commercial use of the Pritzker School of Molecular Engineering name, seal or logos is prohibited except in those instances expressly authorized by the University of Chicago's Division of Licensing - Chicago Creative (brandlicensing@lists.uchicago.edu). Additional questions may be directed to UChicago PME's Strategic Communications and Marketing team.

Branded Items for Sale
All branded UChicago PME items that are being sold must be ordered through a licensed vendor. Licensed vendors have access to UChicago PME's official art files and a streamlined online approval process to ensure that the product has been reviewed and approved. Royalty collection is handled by the licensed vendor and Learfield Licensing. A list of UChicago PME licensed vendors can be found at this [website](#).

Written approval from the UChicago PME Strategic Communications and Marketing is required for ordering free items (giveaways) from unlicensed vendors. An approved proof is required prior to production by an unlicensed vendor. It is strongly recommended that orders be placed by licensed vendors because of their familiarity with UChicago PME's brand standards, access to official art files and the streamlined proofing process.

Promotional Materials

Purpose
The purpose of this policy and procedure is to ensure high quality, visual consistency, and a strong connection to the Pritzker School of Engineering brand across all promotional materials representing the school. The goals are to:

- Ensure the consistent application of strategies to promote and protect UChicago PME's brand

- Ensure that UChicago PME properly communicates with a consistent voice

- Ensure all information follows UChicago PME design and editorial standards

- Provide centralized expertise and available resources to assist the UChicago PME community

- Combine efforts of all UChicago PME communicators and improve information flow and efficiency

- Ensure that UChicago PME is efficiently leveraging its marketing and advertising investments

- Reduce internal and external miscommunication

Policy
All UChicago PME image publications and external audience communications, including all student recruitment and fundraising publications, must be designed, and produced and/or pre- approved (prior to production) by the UChicago PME Strategic Communications and Marketing team. UChicago PME themes, units, programs offices and labs preparing publications (newsletters, magazines, booklets, flyers, program brochures, posters, signs, etc.), advertisements (electronic and print), photographs, webpages and/or audio-visual presentations intended for an external audience should first contact the UChicago PME Strategic Communications and Marketing team (pmecomms@uchicago.edu) for guidance and assistance to ensure compliance with policy and procedure, and efficiency in the production process.

Project Production
The UChicago PME Strategic Communications and Marketing team will review and authorize each design project in one of the following three ways:

- Share the project with UC Creative, inserting this in the MarComm production calendar and work with you and UC Creative to produce the design

- Outsource the design project to an approved off-campus freelance vendor for editorial, graphic and/or printing production

- Work closely with UChicago PME communicators to complete the design project within UChicago PME Brand Standards as determined by UChicago PME Strategic Communications and Marketing.

Please note: The UChicago PME Strategic Communications and Marketing team has responsibility for final approval of all text, messages, design, photographs, webpage content and design, graphic representations, and artwork for work it prepares, and for vendor-assigned work.

Templates
UChicago PME communicators are encouraged to use UChicago PME Strategic Communications and Marketing design templates that are available online in the branding toolbox on Box. Unique designs can be used but must be approved by UChicago PME Strategic Communications and Marketing to ensure consistency with UChicago PME Brand Standards.

Brand Standards

The Pritzker School of Molecular Engineering logo must be prominently displayed on all materials that represent UChicago PME. Please refer to the UChicago PME Brand Standards Style Guide to ensure compliance.

- Theme, program, unit, degree, lab and logos and wordmarks must be in the UChicago PME branded template consisting of the full logo, a blank line space, and the unit, degree, or program name either flush left or centered below the line in Adobe Garamond Semi bold. All names are set in the same size to maintain consistency. Contact the Creative Services unit at the University of Chicago and carbon copy the UChicago PME Strategic Communications and Marketing Director and Comms Manager to request departmental logos.

- Some entities wish to use a graphic identity along with the official UChicago PME logos on their collateral materials. Graphic identities may be used as a secondary visual element but may not contain "Pritzker School of Molecular Engineering" within the graphic mark. Graphic marks used to represent Pritzker School of Molecular Engineering entities must be designed or approved by Strategic Communications and Marketing prior to use.

Nondiscrimination Notices
The Pritzker School of Molecular Engineering is required to include a nondiscrimination notice in a wide variety of its publications to comply with federal regulations. Any department or unit that publishes and distributes or posts bulletins, announcements, publications, catalogs, application forms, other recruitment materials or other publications that are made available to students, employees, applicants, or participants must include the following nondiscrimination notice in the publication.

The Pritzker School of Molecular Engineering at the University of Chicago is an EEO/AA employer, and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran's status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding nondiscrimination policies: Bridget Collier, Associate Provost for Equal Opportunity Program.

Postcards and One-page Flyers for Display
If the document being distributed satisfies U.S. (United States) Postal Service requirements for being classified as a postcard or if the document is a one-page promotional flier intended for display (excluding flyers not intended for display purposes or flyers intended for student recruitment efforts), the following nondiscrimination notice may be used:

The Pritzker School of Molecular Engineering at the University of Chicago is an equal opportunity/affirmative action institution. To report or discuss general concerns regarding UChicago PME compliance with nondiscrimination notices, please contact UChicago PME Human Resources, Karen Jackson (kjackson10@uchicago.edu, 773.834.5349)

Posters and Digital Screens
UChicago PME MarComm develops posters and digital slides to promote research news and major announcements. All posters in the WERC elevators and all slides on WERC's first floor screen must only cover major research news and awards or major events and announcements as determined by the Dean. No advertisements or materials not produced by MarComm will be accepted.

The WERC second-floor screen and the MeMo screen will only display materials approved by MarComm - suggestions for events and programs relevant to UChicago PME students are acceptable suggestions.

Policy
Branded swag is a valuable marketing tool that can be used to increase brand awareness, promote UChicago PME culture, and generate goodwill. However, it is important to use swag responsibly and strategically.

- Branded swag should be, relevant, high-quality, and useful.

- Branded swag should be distributed in a fair and equitable manner.

- Branded swag should be procured and distributed in a way that is environmentally friendly.

All requests for branded swag must be approved by the Associate Dean or Director. Branded swag should be stored in a secure location and distributed to employees and other authorized individuals on an as-needed basis.

- Branded swag should not be resold or distributed to unauthorized individuals.

- Any unused or damaged branded swag should be disposed of in a responsible manner.

When selecting branded swag, please consider the following factors:

- The target audience

- Budget considerations

- Strict adherence to UChicago PME's brand identity

- The environmental impact of the item. Be mindful of sustainability when choosing and distributing branded swag. Avoid single-use plastics and other items that are harmful to the environment.

Please note: Strategic Communications and Marketing can support small swag requests (e.g., stickers and pens), but large quantity or high-value requests may require funding support from the requesting organization.

Public Relations and News Media

Purpose
The purpose of this policy and procedure is to help ensure the image of the Pritzker Molecular School of Molecular Engineering, including its administrators, faculty, staff, and students, is portrayed as accurately as possible in the public and news media, and to develop, using mass communications, public understanding of the Pritzker School of Molecular Engineering programs, activities, and events. This policy and procedure describe UChicago PME's position with respect to interacting with news media representatives. For this policy and procedure, news media shall refer to representatives of newspapers, magazines, newsletters, online publications, streaming services, TV, and radio.

Policy
The UChicago PME Strategic Communications and Marketing team provides assistance and counsel for all UChicago PME communications and news media needs in support of and consistent with UChicago PME's teaching and research mission. The UChicago PME Strategic Communications and Marketing team serves the UChicago PME community and the news media as the central resource and primary point of contact for all news media representatives. UChicago PME MarComm works closely with the University of Chicago's media relations team and designated UChicago PME representatives, as well as the UChicago communications, media, web, and social teams. The MarComm team also works closely with partner communicators at Argonne, Fermilab, CQE (Chicago Quantum Exchange) Polsky, and other key partner communication designees. As the primary liaison between members of the UChicago PME community and the media, the entire MarComm team and in particular the Assistant Dean and the Communications and Content

Manager of the UChicago PME Strategic Communications and Marketing team shall:

- Provide the UChicago PME community with the standards and direction associated with external news, major news stories, news releases, protocol in responding to news media inquiries, and monitoring news media on campus and public information requests (further defined below)

- Provide information of public and media interest in a professionally prepared format to the news media and via social media, including writing: UChicago PME news releases, UChicago PME newsletter stories, UChicago PME campus announcements and media advisories regarding significant events and activities that enhance the image of UChicago PME, and are of interest to the UChicago PME community and public as determined by the UChicago PME Strategic Communications and Marketing

- Maintain daily updates of the UChicago PME homepage and news website

- Track media mentions

- Advise and assist in media issues management, including news releases, media advisories, backgrounders, talking points, news conferences and media strategies

- As appropriate, arrange interviews with administrators, faculty, staff, and students with representatives of the news media

- Assist media representatives in locating sources of information at the Pritzker School of Molecular Engineering

- Provide media coaching for administrators, faculty, staff, and students in preparation for publicity, such as interviews

- Maintain current media contact lists

- Serve as Public Information Officer (PIO) for the Pritzker School of Molecular Engineering, working closely with UChicago's central communications team and other partners

External News
The UChicago PME Strategic Communications and Marketing editorial team is responsible for disseminating institutional news releases, media advisories and other UChicago PME information to media outlets and will otherwise make all media contacts for UChicago PME. Any questions regarding media contacts or coverage should be directed to the Communications and Content Manager for UChicago PME. Written communications with media must conform to Associated Press (AP) style, University of Chicago Brand Identity Guidelines, and accepted journalistic standards. The UChicago PME Strategic Communications and Marketing' editorial team will review publications and web content for appropriate news, newsworthiness and/or design standards, and work with appropriate UChicago PME communicators and community members on revisions or concerns.

Major News Stories
News of major importance must be identified by UChicago PME community members and planned in conjunction with the UChicago PME Strategic Communications and Marketing team well in advance (embargoes can be established or confidentiality ensured for sensitive topics or when external partners are involved) so that senior administrators can be included, informed, and quoted as needed, and announcements planned for major impact. UChicago PME themes, units, departments, labs, programs, and budgetary units are asked not to send information or releases separately to media without prior approval of the Assistant Dean of UChicago PME Strategic Communications and Marketing, as duplication and confusion, and sometimes outright error, can result. However, the UChicago PME Strategic Communications and Marketing team will inform communicators or key stakeholders from specific themes, units, departments, labs, programs, and budgetary units of opportunities, and will work with them to coordinate additional news dissemination.

News Releases
All externally targeted news releases (including media advisories and news events) are requested to route through the UChicago PME Strategic Communications and Marketing office. As the central resource and primary contact with the media, the UChicago PME Strategic Communications and Marketing team reserves the right to review all news content to determine newsworthiness and to edit news items for style requirements. The editorial team will determine, with input from the involved UChicago PME communicators and community members, the best and most appropriate approach (whether news release, media advisory, campus announcement, social media) through which UChicago PME news shall be released to the news media.

The UChicago PME Strategic Communications and Marketing team issues a news release when a UChicago PME administrator, faculty member, staff member or student has a major research, funding (over $1million) or another newsworthy announcement that will enhance UChicago PME's image. News releases are posted on the UChicago PME website and shared via social media and sent via email to news media at the discretion of the UChicago PME Strategic Communications and Marketing. A weekly UChicago PME news alert also shares highlights of releases and other information.

- A standard "boilerplate" paragraph about the Pritzker School of Molecular Engineering and its mission will be added to all external news releases sent to the news media via email or distributed at a news event, such as a news conference and/or announcement

- The MarComm team will aid in planning events such as news conferences and / or announcements; working with UChicago PME's events team to confirm logistics

- The MarComm team will send out media announcements in advance of the news conference and / or announcement and prepare, as appropriate, hard copies of news releases and background materials for the event

- The Public Relations / News staff will also, as appropriate, send out news releases via email following the news conference and/or announcement

- The editorial team will advise in setup and planning for news conferences and/or announcements, but will not be responsible for procuring items, including but not limited to tables, chairs, catering, parking and other directional signs, lecterns, and sound systems. To ensure the assistance of the editorial team in setting up an on-campus news event (conference and/or announcement), it is recommended that PME community members contact the MarComm team a minimum of one month prior to the scheduled news event. Text and images for supporting materials to be assembled by UC Creative Services must also be ready a minimum of one month prior to the event.

Media Advisories
The UChicago PME Strategic Communications and Marketing team may issue a media advisory at the request of a UChicago PME administrator, faculty, staff, or student to announce an upcoming event or happening (including news conferences, conferences, seminars) consistent with UChicago PME positioning, branding and strategic priorities as determined by UChicago PME Strategic Communications and Marketing. Media advisories are sent via email to the news media and are not highlighted on the UChicago PME website until the appropriate time.

School Announcements
The UChicago PME Strategic Communications and Marketing team will issue an announcement via the UChicago PME website at the request of a UChicago PME administrator, faculty, staff, or student to announce an event or happening that affects the UChicago PME community and is open to the public (including non-research-related events). Campus announcements are posted on the UChicago PME event website and are not generally sent to media.

Responding to Media Inquiries
The Assistant Dean of Strategic Communications and Marketing serves as the official spokesperson for the Pritzker School of Molecular Engineering. In addition, the Assistant Dean may designate an official media spokesperson for the UChicago PME on a case-by-case basis, as approved by the Dean. The UChicago PME Strategic Communications and Marketing team prefers to arrange media interviews with UChicago PME administrators, faculty, staff, and students through its office due to media deadlines. We may also work with

UChicago central media relations' UChicago PME representative to arrange interviews with media. This ensures UChicago PME not only serves as a valuable source, but also meets media deadlines for stories, delivering excellent service in support of the working press.

Academic Freedom
The Pritzker School of Molecular Engineering respects academic freedom and protections afforded to faculty under the First Amendment to the United States Constitution. UChicago PME recognizes that faculty may respond to media inquiries directly on matters related to their professional duties, the functioning of the university, and/or on matters of public concern subject to the need for courteous, professional, and dignified interactions and the responsibility to refrain from interfering with the normal operations of the university and its ability to carry out its mission. Because faculty have a special status in the community, faculty have a responsibility and an obligation to indicate when expressing personal opinions that they are not institutional representatives unless specifically authorized as such. Faculty who respond to media inquiries on matters related to their professional duties, the functioning of the school, university and/or on matters of public concern, are asked to send, via email or phone call, a brief communication to the Assistant Dean or the Director of Strategic Communications and marketing since UChicago PME Strategic Communications and Marketing tracks and reports all media coverage of UChicago PME.

Should faculty members need assistance or advice in responding to an inquiry, they should immediately contact the UChicago PME Strategic Communications and Marketing team prior to responding. The UChicago PME Strategic Communications and Marketing team is pleased to help in responding to any media inquiry.

UChicago's stance on the [Chicago Principles and the Kalven Report](#), on freedom of expression, academic freedom, and civility is available online.

Report on the Committee of Freedom of Expression

Professional Public Appearances / Publications
UChicago PME faculty and staff involved in professional activities such as an appearance at a conference or as a witness to provide expert testimony, or publication of a professional paper or study, should notify the MarComm team as soon as feasible prior to the scheduled professional activity to ensure appropriate and timely release of information to the media.

Incidents or Sensitive Issues
UChicago PME incidents or stories that may lead to negative perceptions or publicity must be conveyed to the UChicago PME Strategic Communications and Marketing as early as possible so facts can be gathered, and timely responses can be made.

Government Relations
The UChicago PME Strategic Communications and Marketing team can facilitate communication efforts and help with protocol when members of the UChicago   community are conveying university-related information to lawmakers, policymakers, and business leaders. This includes invitations to — and communication about — university events, programs, and tours to ensure the most effective communication possible with these critical constituents. We also work closely with colleagues on UChicago's government relations team.

Web Standards

Purpose
The purpose of this policy and procedure is to describe specific visual and information elements and their usage that are required for all official Pritzker School of Molecular Engineering webpages, as well as internet communications and applications required for all official UChicago PME webpages. All publicly accessible UChicago PME webpages must adhere to the requirements below, including webpages directly related to UChicago PME business and academic activities.

Policy
The UChicago PME Web Standards described herein apply to all UChicago PME webpages and web- based services that use UChicago PME web services. This policy applies to UChicago PME webpages (pme.uchicago.edu and its subdomains) and all web-based services representing the University of Chicago Pritzker School of Molecular Engineering on the public internet. It pertains to all people tasked with maintaining UChicago PME websites.

UChicago PME Web Standards are intended to promote a strong and consistent Pritzker School of Molecular Engineering brand, in conjunction with a clear and accessible interface for those accessing information about UChicago PME via the web. Each UChicago PME website document is part of the Pritzker School of Molecular Engineering's public presentation and should be written and edited with the same care and diligence applied to a UChicago PME print publication.

Every website produced under the UChicago PME umbrella must involve the UChicago PME Information Technology team and the Strategic Communications and Marketing team in both the design and approval. The UChicago PME MarComm team should be granted access to all websites representing UChicago PME.

All UChicago PME websites shall comply with both UChicago PME Web Standards and Section 508 accessibility standards as follows:

Domain Names
Pritzker School of Molecular Engineering websites must have domain names within the PME.edu domain, e.g., PME.uchicago.edu/immunoengineering. External domain names shall not host a Pritzker School of Molecular Engineering site or redirect to a PME.edu-based URL unless there is a valid marketing reason for doing so. In those rare cases, use of an external domain name must be approved by the UChicago PME Strategic Communications and Marketing. All domain names are subject to MarComm approval. Please work with the Office of Strategic Communications and Marketing for approval and registration of your UChicago PME domain name and website account.

Design
Pritzker School of Molecular Engineering websites use the Pritzker Molecular Engineering's Drupal system and UChicago PME-approved web templates. The UChicago PME-approved web templates provide consistent branding and navigation while supporting a broad range of content and layout options. Sites that have received approval to be outside of the Drupal content management system are required to adhere to UChicago PME brand standards in their design. Additional guidance and resources can be found at the UChicago Website Design Resource Center.

Training
To receive editing / publishing access, all persons tasked with maintaining UChicago PME websites or web pages must receive training to use the Drupal environment and understand what is required to comply with UChicago and Pritzker School of Molecular Engineering web standards. The Office of Strategic Communications and Marketing can arrange the appropriate training.

Ensuring Accuracy
Pritzker School of Molecular Engineering websites must be continuously maintained. Periodic review and consistent revision are needed to ensure that all UChicago PME content is relevant, accurate and up to date.

Inclusion in the UChicago PME A to Z Directory
The UChicago PME Strategic Communications and Marketing team must approve all listings in the directory of UChicago PME websites (A to Z Directory). UChicago PME website administrators may request a link to their department or organization's website on the UChicago PME A to Z directory by contacting the Digital Communications Office (rygoodwin@uchicago.edu) in the UChicago PME Strategic Communications and Marketing.

Confidential Information
Confidential information shall not be published on Pritzker School of Molecular Engineering websites. All published UChicago PME webpages are submitted to public search engines (e.g., Google, Bing), even if that page has no inbound links (an orphaned page). Content that should not be found by site search should be removed by setting its status to "draft" or removing the page to "trash."

Advertising / Sponsorship
Only themes / departments with an existing and approved advertising/sponsorship may extend it to their website. For approval of prospective advertising/sponsorship programs, please contact the Director of UChicago PME Strategic Communications and Marketing. Websites on PME.edu are restricted to displaying sponsor names, not logos.

Copyright
University of Chicago Pritzker School of Molecular Engineering websites must comply with federal copyright laws.

Correct Use of School Name
The official forms of the University of Chicago Pritzker School of Molecular Engineering's name are: The University of Chicago Pritzker School of Molecular Engineering, UChicago Pritzker School of Molecular Engineering, and UChicago PME. Do not use any other abbreviation or arrangement. UCPME or PME are examples of unacceptable abbreviations. Also, when referring to the UChicago Pritzker School of Molecular Engineering simply as "the school," the word "school" is lowercased.

Correct Spelling and Grammar
As with any publication, please check for spelling errors, typos, and grammatical mistakes. Please notify the appropriate area/unit web administrator if errors are discovered. If you do not know the identity of the area / theme web updater, please contact MarComm, which will assist by identifying the person to contact.

Correct Use of Images
Images must include appropriate text alternatives (alt text) as required for web accessibility. Images must not incorporate difficult to read or illegible text. Images must not appear pixelated or stretched. Image files should be in JPG, PNG, or GIF format and less than 1MB in file size. Using Save for Web in Photoshop with a quality setting of High (60 percent) is recommended. Please contact UChicago PME MarComm with any questions.

Faculty Pages and Bios
A faculty member may be represented with a single faculty page within the site of the theme or program with which the faculty member is affiliated. Faculty pages are the administrative assistant's responsibility to maintain and keep up to date. If a faculty member wishes to provide additional information online, he or she may provide this information via a link from his or her UChicago PME faculty page to a non-UChicago PME-affiliated site.

Course Pages and Websites
Classes, workshops, senior projects, capstones, and classes culminating in artistic, musical, or theatrical productions are all considered courses. A course may be represented with a single course page within the site of the theme with which the course is affiliated. Such course pages are the theme, department, or program's responsibility to maintain and keep up to date. If the instructor of record for a course wishes to create a course website, he or she may request a site through the UChicago PME IT (Information Technology) Director and UChicago PME Strategic Communications and Marketing. All course websites on PME.uchicago.edu are the responsibility of the current instructor of record for the course and must adhere fully to Pritzker Molecular School of Engineering policies and procedures.

Compliance with Web Standards
If noncompliance with University of Chicago Pritzker School of Molecular Engineering web standards is found, the noncompliant page(s) may be placed in draft mode by IT or UChicago PME Strategic Communications and Marketing. Pages placed in draft mode are effectively removed from the live site, but their content remains available in the Drupal backend for site owners to update. When the UChicago PME Strategic Communications and Marketing Office places noncompliant pages in draft mode, the page administrator will be notified via email that the pages require updating before they can be returned to live status. The site owner may then update the pages, keeping them in draft mode, and notify the UChicago PME Strategic Communications and Marketing team when all updates have been made. The UChicago PME Strategic Communications and Marketing team will then review the updated pages, determine if they are compliant with UChicago PME Web Standards, and if so, return the pages to live status.

Section 508 Amendment to the Rehabilitation Act of 1973 - Information Technology Accessibility Standards

The University of Chicago Pritzker School of Molecular Engineering complies with Section 508 Amendment to the Rehabilitation Act of 1973. Section 508 standards are based on the Web Content Accessibility Guidelines (WCAG) established by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C). Compliance with Section 508 standards is required by law. The standards most relevant to a typical UChicago PME website are summarized below:

- A text equivalent must be provided for every non-text element. Non-text elements include images, audio, video, and programmatic objects, such as plug-ins and applets.

- Link text should be informative, unique to the page, and give context. For example, use "Download the Academic Calendar (PDF)" rather than "Click here to download." Use "Hubbell biography" instead of "Biography."

- Web documents must be designed such that information conveyed with color is equally available without color. High contrast between backgrounds and text must be maintained.

- Web documents must be organized to be readable without requiring an associated style sheet.

- If image maps are used, redundant text links must be provided for each active region of the image map.

- When web documents use scripting languages, the page must remain usable when scripts are turned off or not supported.

- When web documents use scripting languages or plug-ins to display dynamic content, the information provided by the script or plug-in must either be accessible, or an alternative presentation or page must be provided.

- When compliance cannot be accomplished in any other way, a text-only page with equivalent information or functionality must be provided. The content of the text-only page must be updated whenever the primary page is updated.

- Row and column headers must be identified in data tables.

- For data tables with two or more logical levels of row and column headers, markup must be used to associate data cells and header cells.

- Frames must be titled with descriptive text facilitating frame identification and navigation.

- Online forms must be designed to ensure that people using assistive technology are able to access all form fields, functionality, and instructional information needed to complete and submit a form.

- When video is embedded on a webpage, a transcript should be made available, and an accurate closed captioning option provided.

- For additional information and guidelines, visit the following website.

- For technical questions regarding accessibility requirements, contact the UChicago Website Design Resource Center: webhelp@uchicago.edu

- For additional information and training on the Drupal CMS, contact UChicago PME's MarComm team.

- For more information about what student information is defined as confidential, see the following website: https://registrar.uchicago.edu/records/ferpa/ or contact the Dean of Students Office.

- To report or discuss general concerns regarding UChicago compliance with Section 508 Amendment to the Rehabilitation Act of 1973, please contact the UChicago Website Design Resource Center: webhelp@uchicago.edu

Social Media Standards

Purpose
The purpose of this policy and procedure is to ensure quality and appropriate use of approved/official University of Chicago Pritzker School of Molecular Engineering social media channels for promotion and information

Policy
At the University of Chicago Pritzker School of Molecular Engineering, we recognize that social media sites such as Facebook, X (Twitter), Mastodon, YouTube, Instagram, Threads, Flickr, Pinterest, Clubhouse, and LinkedIn have become important and influential communication channels. The purpose of using social media channels on behalf of the University of Chicago Pritzker School of Molecular Engineering is to support UChicago PME's mission, goals, programs, and sanctioned efforts, including university news, information, marketing and branding strategies, content, and directives. Therefore, when using approved/ official UChicago PME social media channels identified with the UChicago Pritzker School of Molecular Engineering (e.g., Facebook, X (Twitter) and YouTube), it is critical that UChicago PME community members recognize that they are always representing UChicago PME to the world. To assist in posting content and managing these sites, the UChicago Pritzker School of Molecular Engineering offers the following policies and guidelines for official use of social media. These policies and guidelines apply to all UChicago PME community members using approved/official UChicago PME social media. These policies and   guidelines are not intended to govern or restrict personal presence on the web, nor are these guidelines intended to restrict employee rights to engage in concerted, protected activity related to the terms and conditions of their employment.

Approval of Official UChicago PME Social Media Accounts
Employees who wish to set up approved/official UChicago PME social media accounts and speak on behalf of the University of Chicago Pritzker School of Molecular Engineering through social media must receive permission from UChicago PME's Strategic Communications and Marketing prior to setting up the social media account. Not all accounts will be approved. As one example, accounts that serve to split key UChicago PME audiences or dilute key school channels will be encouraged to share content with the MarComm team for amplification. If permission is granted, please contact UChicago PME's MarComm team to discuss issues such as confidentiality, privacy and FERPA.

UChicago PME Web Standards
UChicago PME Web Standards policy and procedure regarding contact information, accuracy, confidential information, advertising/sponsorship, copyright, usage of the University of Chicago Pritzker School of Molecular Engineering name, and spelling/grammar, apply equally to official UChicago PME social media channels. Please contact UChicago PME's MarComm team for assistance.

News Announcements
UChicago PME Public Relations and News Media policy and procedure regarding news releases, media advisories and campus announcements, apply equally to official UChicago PME social media channels. Please contact the UChicago PME Strategic Communications and Marketing team for assistance.

Name, Seal and Logos (Branding)
UChicago PME Name and Logos policy and procedure applies equally to official University of Chicago Pritzker School of Molecular Engineering social media channels. Social media sites provide varying degrees of flexibility in allowing account holders to style pages. For UChicago PME logo usage and branding standards, please see the UChicago PME Branding Guide. Please contact the Content Manager, Web and Digital in UChicago PME Strategic Communications and Marketing for assistance.

Video
Video must be approved by the UChicago PME Strategic Communications and Marketing prior to posting on official social media channels or pages representing UChicago PME. UChicago PME's MarComm team should be apprised of videos before they are undertaken, and can provide partnership, messaging support and review.

Social Media Dialogue
Many social media sites promote commenting and online dialogue, the tone of which is generally informal. Despite its informal tone, all online dialogue is public. Please remember that anything you write can and will be viewed by current and future UChicago PME community members and constituencies as well as other colleagues and possible future employers.

Social Media Templates
The UChicago PME Strategic Communications and Marketing team has created templates for approved / official UChicago PME social media accounts. This policy ensures that UChicago PME's social media presence is consistently branded and maintains a professional appearance.

When engaging in dialogue on official University of Chicago Pritzker School of Molecular Engineering social media sites:

- Remember that your statements and responses always represent UChicago PME to the world.

- We request that you refrain from discussing or expressing opinions regarding University of Chicago Pritzker School of Molecular Engineering policies, operations, and personnel. Such comments may be removed at UChicago PME's discretion.

- Exercise discretion, respect, and thoughtfulness toward all dialogue participants.

- Maintain professional language and tone.

- Confidential or proprietary University of Chicago Pritzker School of Molecular Engineering information or similar information of third parties, who have shared such information with you on the Pritzker Molecular Engineering's behalf, must not be shared publicly on official UChicago PME social media channels.

- Official UChicago PME social media accounts may choose to post university-related social media content generated by UChicago PME community members, including faculty, staff and/or students. Official UChicago PME social media accounts can be accessed online, and include:

    o facebook.com/UChicagoPME
    o twitter.com/UChicagoPME
    o youtube.com/c/UChicagoPME
    o instagram.com/UChicagoPME
    o threads.com/UChicagoPME

Tablet and Mobile Application Standard

Purpose
The purpose of creating approved/official tablet and mobile apps on behalf of the University of Chicago Pritzker School of Molecular Engineering is to support UChicago PME's mission, goals, programs, and sanctioned efforts, including university news, information, marketing, and content. Therefore, when creating an approved/official app that will be identified with the University of Chicago Pritzker School of Molecular Engineering, it is critical that members of the PME community recognize that they are representing PME to the world. Any official apps must be sanctioned by UChicago PME's IT team and UChicago PME's Strategic Communications and Marketing team prior to development. These policies and guidelines apply to all PME approved/official apps that have any affiliation with the school.

Policy
Prior to publishing an app referencing or identifying the UChicago Pritzker School of Molecular Engineering,

UChicago PME community members must receive permission from the UChicago PME Strategic Communications and Marketing office. UChicago PME IT and UChicago PME Strategic Communications and Marketing will review the app for adherence to UChicago PME brand standards and tablet and / or mobile best practices prior to designating the app as an approved / official UChicago PME social media channel.

UChicago PME Tablet and Mobile Applications
UChicago PME Web Standards regarding contact information, accuracy, confidential information, advertising / sponsorship, copyright, usage of the University of Chicago Pritzker School of Molecular Engineering name, and spelling/grammar, apply equally to approved/official UChicago PME tablet and mobile applications. Please contact the Digital Communications Office in the UChicago PME Strategic Communications and Marketing for assistance.

UChicago PME Name, Seal and Logos (Branding)
The UChicago PME Name and logos policy and procedure applies equally to official University of Chicago Pritzker School of Molecular Engineering tablet and mobile applications.

Video / Photo Production

Purpose
The purpose of this policy and procedure is to ensure University of Chicago Pritzker School of Molecular Engineering marketing and promotional videos and photographs taken by an outside, third-party, or freelance videographer or photographer become the intellectual property of the University of Chicago Pritzker School of Molecular Engineering.

Policy
When appropriate, UChicago PME Strategic Communications and Marketing will refer UChicago PME community members to approved freelance videographers and photographers. All freelance videographers and/or photographers must be preapproved by the UChicago PME Strategic Communications and Marketing team and meet UChicago PME requirements for UChicago PME vendors, including insurance coverage. When UChicago PME community members contract with a freelance videographer or photographer or use work created by a freelance videographer or photographer, both parties agree that the University of Chicago Pritzker School of Molecular Engineering not only commissions the right to use that work but purchases ownership of the work ("all rights"). All work (raw source material and final product) produced by a freelance videographer or photographer contracting with the University of Chicago Pritzker School of Molecular Engineering become the permanent property of the University of Chicago Pritzker School of Molecular Engineering and shall be copyrighted materials of the University of Chicago Pritzker School of Molecular Engineering. This policy is intended to prohibit the freelance videographer or photographer, or any third party, from selling or providing the work (video or photography) to another publication without the express permission of the University of Chicago Pritzker School of Molecular Engineering. All video and photo work must be preapproved by the UChicago PME Strategic Communications and Marketing team before being distributed externally for marketing and promotional purposes.

All raw footage taken by freelance videographers shall be provided in the original, uncompressed format on which it was acquired, unless an agreement has been reached for conversion of that video to another format. Finished productions shall be provided in their original format unless an alternative file type has been agreed upon. All photos taken by freelance photographers shall be provided digitally in their original, uncompressed size and format, with a minimum resolution of 300 dpi, to the UChicago PME Strategic Communications and Marketing team within no more than two to five calendar days of the contracted work.

Video / Photography Permission & Model Releases
digital/print photography library/catalog.

The purpose of this policy and procedure is to ensure that the University of Chicago Pritzker School of Molecular Engineering is obtaining appropriate permission to use the image or likeness of individuals for promotional purposes. When reasonably possible, UChicago PME requires written permission of students and/or other adults who are primarily featured in a University of Chicago Pritzker School of Molecular Engineering video production or photograph. At a minimum, whenever reasonably possible, University of Chicago Pritzker School of Molecular Engineering videographers and/or

photographers shall identify themselves verbally or by wearing a UChicago PME press badge, informing potential featured students and/or other adults of the intent of the video and/or photo and its end use. When the subjects primarily featured are minors, written permission must be obtained from a parent or guardian. The sole remedy available to a featured UChicago PME student or other adult who does not provide permission to the University of Chicago Pritzker School of Molecular Engineering is the removal of such video/photography from all future University of Chicago Pritzker School of Molecular Engineering marketing materials. This policy does not apply to large public events and settings, such as athletic events or commencement ceremonies, and the university quad.

When video or photos are supplied by an organization on or off the University of Chicago Pritzker School of Molecular Engineering campus, permission to use the images is implied. The UChicago PME Strategic Communications and Marketing office will work with the organization or request that the organization's representative supplying the video or photos confirm permission has been granted by the creator and the subject(s) and that appropriate video and photo credits are published.

Photos provided by UChicago PME's office of Strategic Communication and Marketing should always be shared with a caption and the words "Image courtesy of the University of Chicago Pritzker School of Molecular Engineering / photographer name."

UChicago PME Strategic Communications and Marketing Contacts

Strategic Communications and Marketing (General)
pmecomms@uchicago.edu

Assistant Dean (Leadership & Crisis Communications, Strategy, Overall)
Melissa Abraham
melissaabraham@uchicago.edu

Director (Marketing, Branding, & Projects)
Joshua Hammond
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Senior Communications Manager (Web & Digital Communications)
Ryan Goodwin
rygoodwin@uchicago.edu

Communications Manager (Public Relations & News)
Paul Dailing
dailing@uchicago.edu

Social Media Manager (Social Media, including Social Video & Journalistic Photography)
Elaina Eichorn
elainaeichorn@uchicago.edu

Communications Coordinator (Project Intake, Scheduling, & Swag)
Melyssa Guzman
melyssag12@uchicago.edu

UChicago PME Strategic Communications & Marketing is a function of Operations and Administration.

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