Division/Unit Code: DEV

Title: Department Development and Communication Policies and Procedures Manual

Approval Procedure:

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<tr>
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<tr>
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<td>Validated and promulgated by:</td>
<td>[Driss Ouaouicha], [President]</td>
<td>[MM/DD/YYYY]</td>
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Classification: Public

Related AUI Policies or Legal Requirements:
Moroccan law:
- OMPIC intellectual property laws

Application:
This document applies to Department Development and Communication when issuing policies related to entire AUI community.

Web Address:
http://intranet...

Contacts:
Director / Project Manager
Responsible University Office: Department Development and Communication
Email: Communication@aui.ma
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I. MISSION OF DEPARTMENT DEVELOPMENT AND COMMUNICATION

Development and Communication ensures a positive, clear, consistent, and coherent image of the university both internally and externally.
Conference and Events promotes and manages University and external events. Career and Alumni Services develops career preparation programs, maintains relations with alumni, and raises funds to support the University mission.
II. JOB DESCRIPTIONS

Position Title: Director

Reporting line: President

Span of control:
- Assistant Manager
- Project Manager
- Event and web Coordinator
- Design and Layout Coordinator
- Design and Layout Technician
- Alumni Affairs and Career Services Officer
- Communication Assistant
- Event Officer

Major tasks and responsibilities:
- Develop and implement communication strategies, public relations and branding campaigns that increase public awareness and support university visibility among key audiences;
- Ensure accurate and timely coverage of events and news;
- Determine the most appropriate mix of media to promote university activities, programs, and accomplishments;
- Identify marketing opportunities for the University;
- Work with media outlets to publish press releases, brochures and other media content;
- Maintain University social media platforms;
- Evaluate the effectiveness and efficiency of external communication activities;
- Develop relationships with media organizations;
- Arrange for interviews for senior administrators and faculty with national media and editorial boards;
- Assist faculty and administration in maintaining positive relationships with the media;
- Oversee career services and alumni relations.
Position Title: Development and Communication Assistant Manager

**Reporting line:** Director of Department Development and Communication

Development & Communication Assistant Manager will assist the head of the Department in developing and achieving the University's communication objectives. Also he/she is responsible for assessing the internal communication needs and developing and maintaining strategies and plans to meet those needs. He/she will initiate and implement internal communication actions and initiatives designed to inform AUI community of such issues as the university objectives, accomplishments, points of view on specified issues; thereby contributing to a better internal knowledge of the AUI’s activities and accomplishments.

**Major Duties and Responsibilities:**

1. To ensure the appropriate execution of brand guidelines, communication policies and procedures;
2. To coordinate and mobilize staff in the department in service of high-priority communication projects, including writing, editing, and designing official publications for a wide range of media;
3. To serve as the initial point of contact for requests from the units, departments, schools, centers, and programs;
4. To assist the head of department in developing AUI's relationships with external stakeholders and in reaching the department's objectives;
5. To represent the Department of Development & Communication in the absence of the Head of the Department;
6. To work alongside colleagues throughout the organization to assess AUI internal communication requirement;
7. To develop and implement a sustainable internal communication strategy and plan so that internal stakeholders (students, staff and faculty) across the university are informed of university objectives, organizational news, issues, and accomplishments.
8. Measure the effectiveness of internal communication channels on an ongoing basis and make recommendations for improvements as appropriate
9. To coordinate and conduct surveys and other polls among AUI personnel and students;
10. To develop, coordinate, and implement communication programs to facilitate team building, problem identification, and problem solving;
11. To build relationships with the different departments of the University and provide internal communication advice with the aim of fostering openness and consensus across the organization;
12. To build on existing internal communication vehicles and explore new and innovative ways of communicating;
13. To assist in the organization of events, when deemed necessary;
14. To perform any other duties that may be reasonably required commensurate with the position.
Position Title: **Project Manager**

**Reporting line:** Director of Department Development and Communication

The Project Manager assists the Director in seeing through projects related to the work of the Unit. These projects include, but are not limited to: Development and management of policies and procedures, data gathering, report writing etc. In addition the Project Manager is be expected to manage all internal events taking place on campus, as well as assist in public relations operations.

**Major Duties and Responsibilities:**

**Project Management:**

1. Prepare, validate and follow up policies and procedures for the department
2. Help prepare and implement the Communication Protocol of the University
3. Contribute to improving information flow among departments
4. Gather data for reporting purposes
5. Write and edit the activity report(s)

**Event organization**

1. To act as the contact person for all internal events organized at the University in coordination with Student Activities where relevant.
2. To manage internal events in collaboration with requesting departments and the various internal and external service providers.
3. To assist in the organization of events and leisure activities for the benefit of faculty and staff community.
4. To dispatch events' information both internally and externally as appropriate
5. To establish and maintain events’ database that serves as part of the global communication planning of the University.
6. To carry out campus tours and visits as needed.

Position Title: **Event and web Coordinator**

**Reporting line:** Director of Department Development and Communication

The Web Content and Events Coordinator is responsible for creating and maintaining a cooperation network internally and externally that aims at promoting the University as an outstanding venue for events organization. He is also responsible for ensuring an up to date and comprehensive AUI website. He has to manager the web environment design, content,
and development and maintenance activities. He should also perform testing and quality assurance of the University website.

**Major Duties and Responsibilities:**

1. To act as the contact person for all institutional events organized at the University.
2. To dispatch events’ information to concerned departments (restaurant, housing, security, reservation of rooms and material, etc) and manage coordination between the different components.
3. To establish and maintain events’ database that serves as part of the global communication planning of the university, through the campus wide calendar.
4. To collaborate with the development and communication team in the organization of events.
5. To ensure with ITS the update of website technology, standards and practices.
6. To work with AUI’s different departments to teach web content writing and editing skills and setup a working schedule.
7. To set up norms and procedures for the web content services (content gathering and organization).
8. To develop a web content manual to tutor AUI department/services’ representatives.
9. To suggest the development new online content features & services.
10. To monitor and publish the update of University Website.
11. To update the Communication and Development Department content on the University website.
12. Act as contact point for facilitating training in web content writing & editing.
Position Title: Design and Layout Coordinator

Reporting line: Director of Department Development and Communication

Major Duties and Responsibilities:

1- To design and supervise the production of all university communication material, and insure their layout in conformity with the AUI Graphic Charter and within the required deadlines;
2- To constantly improve design and layout quality while striving to implement new and innovative techniques;
3- To set up norms and procedures for the layout and design practice;
4- To develop a layout and design manual to tutor AUI department/services’ representatives;
5- To ensure continuous follow up for all AUI schools and department design and layout needs, while establishing priorities and a coherent workflow;
6- To develop new design and layout features & services;
7- To research latest design and layout technologies and ensure design keeps up with latest standards and practices;
8- To coordinate frequently with AUI external providers (communication agencies and printers) to identify the most adequate design and layout tools for better results;
9- To be actively in all printing processes and activities, searching for the best value for money;
10- To perform other tasks and duties as assigned.
Position Title: Design and Layout Technician

Reporting line: Design and Layout Coordinator

Major Duties and Responsibilities:

1. To design all university communication supports, and insure their layout in conformity with the AUI Graphic Charter, and within the required deadlines.
2. To work with the Design and Layout Coordinator to constantly improve design and layout quality while striving to implement new and innovative tools
3. To develop a layout and design manual to tutor AUI department/services’ representatives
4. To ensure continuous follow up for all AUI schools and department design and layout needs, while establishing priorities and a coherent workflow
5. To research latest design and layout technologies and ensure design keeps up with latest standards and practices
6. To coordinate frequently with AUI external providers (communication agencies and printers) to identify the most adequate design and layout tools for better results
7. To be actively involved in all printing processes and activities
Position Title: Alumni Affairs and Career Services Officer

Reporting line: Director of Department Development and Communication

Major Duties and Responsibilities:

1. To provide relevant career information and services to students, alumni, and recruiters in a timely and effective manner;
2. To organize career orientation sessions where HR consultants help students to determine their professional interests and formulate their career projects, while familiarizing them with different recruitment techniques and introducing them to interview simulations;
3. To attract and help recruiters to promote job opportunities effectively and make contact with students who best fit their needs;
4. To work with alumni, providing access to career advice and engaging them to mentor students;
5. To work together with schools, University Departments to raise awareness of and engagement with the Careers Services;
6. To ensure follow-up of AUI alumni and help provide updated statistics about their whereabouts;
7. To ensure interface between recruiters & AUI graduates through orienting companies to AUI graduates who suit their recruitment needs;
8. To provide assistance to AUI students on their career concerns and give information on companies and recruiters: One-on-one counselling Sessions;
9. To organize career events that help students get trained on Job Search Techniques: Mock Interview Sessions, Career Orientation Sessions, Speed Recruiting Sessions, Speed Networking Sessions…
10. To organize recruitment days on campus following the request of companies;
11. To prepare the appropriate logistics of all the previous events and promote adequate internal communication campaigns;
12. To attract students to attend career activities;
13. To encourage alumni to participate in the career activities and share their experiences with students;
14. To carry out constant evaluation of career office performance as well as continuous communication with students, alumni, and recruiters to get their feedback and suggestions for improvements;
15. To coordinate alumni events on campus, e.g. "The Job Fair";
16. To collaborate with the academic department to sensitize students about career issues: Importance of career planning, internships, attending career events...
17. To collaborate with alumni community to promote AUI profile and provide career opportunities to AUI graduates and students
18. Enhance the feeling of belonging to AUI amongst AUI alumni: Organize annual alumni homecomings; develop the circle of AUI alumni student mentors...

**Position Title: Communication Assistant**

**Reporting line:** Director of Department Development and Communication

**Major Duties and Responsibilities:**

- To work alongside colleagues throughout the organization to assess AUI communication requirements;
- To assist in budgeting;
- To track and follow up on the accounting and delivery processes;
- To help develop, implement, and maintain a sustainable communication practices;
- To be in contact with internal and external stakeholders for the implementation of development and communication projects.
- To supervise the work (assignments, time sheets, evaluation forms, etc) of student workers.
- To supporting the Development and Communication assistant manager in meeting the communication needs of stakeholders;
- To assist in the organization and logistics of events, when deemed necessary;
- To assess other departments needs in terms of promotional material and branded items.
- To assist in copywriting and translations;
- To fully lead one communication project per year in order to build on existing communication devices and explore new and innovative ways of communicating.
- To submit G&M and ITS requests
- To track and assess equipment and office supplies needs
- To perform inventories as needed

**Position Title: Event Officer**

**Reporting line:** Director of Department Development and Communication

**Major Duties and Responsibilities:**

**Events Organization**

- To assist the event coordinator and project manager in the planning, logistics and communication of campus events and conferences
- To monitor events and address unexpected problems as they arise to make sure that the functions go as planned.
- To prepare event sponsorship and fundraising proposals
- To follow up on purchasing and billing needs for events
• To perform inventory of communication merchandise and promotional items
• To update the event calendar by maintaining continuous communication with AUI’s different department

Additional Duties

• To support the conference center in event management and logistics, as needed by the Director of the Conference Center, with the prior approval of the Director of Development and Communication.
• To perform other tasks and duties as assigned.
III- POLICIES AND PROCEDURES

COMMUNICATION SERVICE DESK

DEV/ 101.1 Service Desk

Purpose: The purpose of this policy and procedure is to facilitate AUI stakeholders’ requests for the following services:

Graphic Design – free service
- Business card, stamp, invitation, Bulletin Board, GoAd Screen, Folder
- Logo, Branded Merchandise / Promotional Product Design, Banner, Roll-Up, Billboard, Social Media Visual
- Brochure, Flyer/Leaflet
- Book - Catalogue - Planner – Calendar

Copywriting – free service
- Spotlight, News Article, Press Release
- Content Editing for Communication Material

Web Design & Development – paid and/or free service
- Content Update
- Page Creation
- Spotlight & News Articles
- Microsite Creation
- Outsourcing Consultation

Information Dissemination – free service
- E-Mailing,
- GoAd (on AUI screens),
- Facebook Post
- Twitter Post
- LinkedIn Post
- Website Homepage

Event Management – paid and/or free service
- Planning (Program, Communication, Catering, Housing, Transportation)
- Standard Gift Packages, VIP Gift Packages
- Local Event Coverage (Photography, & Video)
- Media coverage
Advertising – paid service
- Facebook, Twitter, LinkedIn
- TV, Radio - Print Media - Web Advertising

Media Relations – paid and/or free service
- Press Conferences
- Printed Newspapers
- Digital Newspapers
- Magazines
- TV/Radio
- Face to Face Interview
- Written Interview

Policy: DEV/ 101.1
The Communication Services are provided to ensure consistency and coherence across all forms of communication. Students, faculty, staff and other AUI internal stakeholders can request the above services through the service desk platform on https://aui.kayako.com/Tickets/Submit. This platform is the only contact point for communication service request.

As providers of service, the Development and Communication Department’s duty is to respond to and follow-up on every request while still abiding by the University brand identity guidelines formulated in policy DEV/101.1.

Procedure: DEV/ 1001.1

SUBMISSION AND APPROVAL PROCEDURE

1. To submit a request, students, faculty, and/or staff (Better left out) have to submit a ticket on https://aui.kayako.com/Tickets/Submit
2. The request is processed by the Departement Development and Communication who should respond to the request within 2 business days.
3. The department of Development and Communication should then specify if the request is being processed and when it will be processed according to the deadline given by the sender, the strategic priority of the project and the workload of the department.
4. When a request is processed, a team lead of the Project is assigned.
5. The team lead then becomes the main contact person of the requester and follows the project until its delivery.
6. All final products have to be approved by the Department of development and Communication.
7. The ticket is closed only when the requester has confirmed delivery of the service/product.

**DELIVERY OF PRODUCT**

Services are considered delivered in the below manners:

- For **graphic design** and **copyrighting**, the final approved product is sent to the requester.
- For **printing**, the final approved designs are released to Purchasing Department for printing and shared with requester.
- For **paid advertising**, the final approved content delivered directly to media outlet and shared with requester.
- For **web**, the final approved content released online and shared with requester.
- For **emailing, goads** and **social media**, the final approved content posted directly.
- For **media**, the print/online article(s) shared with the requester(s).
- For **photography or video coverage**, a copy shared with the requester.
- For **promotional items**, the packages are picked up by the requester.
- For **events**, when the program, communication, catering, housing, and/or transportation have all been executed.

**Application:**

Internal stakeholders (*students, faculty, staff*)

**Non Compliance Clause:**
Although they can be used for follow-up and clarifications, Email, phone, or verbal inquiry are not considered as a requested communication service. Failure to follow the above policies and procedures will result in a non-rendered service.
BRAND IDENTITY

DEV/ 102.2 Brand Identity

Purpose:

The purpose of this policy and procedure is to outline the acceptable uses of the University brand identity as defined in AUI Graphic Charter (where can it be found?) for various graphic design uses by all internal and external stakeholders.

Policy: DEV/ 102.2

It is the policy of the University that the development and application of the University brand standards is determined by the Department of Development and Communications.

The University brand identity includes name (in 4 languages), logo, seal, colors, branded documents and items. The University brand identity is not limited to the institutional identity but comprises sub-brands for schools, programs, divisions, departments, and centers.

Al Akhawayn University community members are required to use University brand identity as outlined in the University Graphic Charter. The latter includes the guidelines for:

- The University Logotype
- Logotype Versions
- Logotype Backgrounds
- Incorrect Uses of the Logotype
- Placing the Logotype
- The University Motto
- Branding Structure
- Branding Guidelines Hierarchy for Centers, Offices and Departments
- Cobranding
- Colors
- Typography
- Stylistic Rules
- Modes of Communication

All schools, programs, divisions, departments, and centers must comply with the graphic charter guidelines for their own sub-brand identity for all internal and external communication.

Development and Communication department approval is required for any branded communication emanating from Al Akhawayn University in Ifrane, including materials nor produced by the Development and Communication department.
Related AUI Policies or Legal Requirements:
  - AUI Graphic Charter:

Procedure: DEV/ 1002.2

All internal units are given a yearly memo to use the university brand identity as defined by the Graphic Charter. This memo should be signed by the unit head, division head and the Development and Communication Department Director. This memo, is only valid for staff members and faculty.

For students to get approval for public dissemination and commercial usage of a branded item or publication of the University brand and sub-brand identity, they should request an authorization through the service desk.

This authorization is valid for all internal and external printed and electronic materials representing Al Akhawayn University on any of its units and student clubs.

Questions regarding use of the University logos in publications or displays should be addressed to the Development and Communication Department. (Link to the University Graphic Charter)

Application:

Internal stakeholders (*students, faculty, staff*)

Non Compliance Clause:

Failure to comply with the brand identity policies and procedures can result in:
  - giving 24 hour to the non-complier to modify, remove or delete the product/item associated with the university brand identity.
INTERNAL COMMUNICATION

DEV/ 103.3 Internal News Dissemination through Email

Approval Procedure:

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(Last) Revisions

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Purpose:

The Department of Development and Communication disseminates news via email and through an electronic newsletter to keep internal informed internally and encourage a fluid information flow around newsworthy topics.

Policy: DEV/ 103.3

- The news disseminated is collected from articles published in the press and information sent by internal stakeholders, about the university.
- News items consist of plain text and may include visual aids.
- Newsworthiness is determined by the Department of Development and Communication. Only University-related news are included.
- Priority is given to those items of University with community wide, national and/or international significance.
- News dissemination via email can be sent through the following accounts: auistaff, auifaculty, and auistudents
- The above accounts are required to seek approval of the Development and Communication Department before the release of the news.
- Superusers can only send news via the above accounts, unless it concerns emergency and safety or suggested otherwise by the president’s office.
- Superusers and the above accounts can only send 1 email per day.
• All electronic newsletters must be approved and can only be sent by the Department of Development and Communication.
• Printed posters must be approved by the Department of Development and Communication, with a stamp, otherwise they will be removed by security officers.

Related AUI Policies or Legal Requirements: studentnews, facultynews, staffnews.

Procedure: DEV/ 1003.3
• Members of Al Akhawayn community that seek to share news within the University should submit a ticket @ aui.kayako.com
• News that appeared in print and digital media are disseminated once a week on Fridays via an email titled “AUI in the News” via the Al Akhawayn email account to the email groups auistaff, auifaculty, and auistudents.
• News worthy events and activities that did not appear in the media yet are still relevant are sent via a monthly electronic newsletter to all internal stakeholders.

Application:
Internal stakeholders (students, faculty, staff)

Non Compliance Clause: deactivate access to studentnews, facultynews, staffnews and superuser access rights.
DEV/103.4 Happening@aui

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(Last) Revisions

Describe the last revision and revision date.

Purpose:

Happening@AUI is a listing of all events occurring at the university for a given week.

Policy: DEV/ 103.4

The Communication Department sends 'Happening@AUI' on Mondays. Anything sent after 'Happening@AUI' has been sent to the community might not be added.

This information is important for organizing students and staff to take photos, videos or take notes for an article. This schedule for staff and students is based on what is put in the 'Happening@AUI' newsletter and cannot always be changed at the last minute.

Also, it is very important to notify DevCom of any cancellations and changes to your event so they can adjust staff and part-time students to cover the event. Always email happening@aui.ma for any changes and cancellation, this is monitored throughout the work week.

The Department of Development and Communication reserves the right to select which event are to be included in the happening newsletter.

Every event mentioned in the happening newsletter must be covered by DevCom (through pictures and videos) for oneweek@aui video. It may be covered in external media outlets, website articles, spotlights, social media posts, and livestreaming.
Related AUI Policies or Legal Requirements: None.

Procedure: DEV/1003.4

- Staff, faculty, and students should send their event list with date, time, location, organizer information by the Thursday, the week before the event.
- Happening@AUI should be sent to the community every Monday by noon.
- Before sending, be sure to check the “On Campus This Week” sent by Student Activities Office.
- The Happening@AUI template should be used to create the document. Save final document as both a JPEG and PDF.
- From the Happening email account, send to auifaculty@aui.ma, auistaff@aui.ma, and auistudents@aui.ma. Also send to “happening” lists (Alumni 1 Happening, Media Happening, etc.) in email contacts.
- After the Happening@AUI is sent, share the JPEG image of the events on the website and social media.
- To prepare for the next week, reminders should be sent to the “Happening List” from the Happening@AUI email account for the forthcoming week on Tuesday and Wednesday.
- A final reminder should be sent out Friday morning.

Application:

Internal stakeholders (students, faculty, staff)

Non Compliance Clause: if not informed by Thursday every week on happening@aui.ma, the event won’t be covered by DevCom for oneweek@aui video, external media outlets, website articles, spotlights, social media posts, livestreaming, or any other form/channel of communication.
DEV/103.5 GoAd “Electronic bulletin boards”

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(Last) Revisions

Describe the last revision and revision date.

Purpose:

The Department of Development and Communication disseminates announcements and events via electronic bulletin boards called GoAds to keep internal stakeholders informed.

Policy: DEV/ 103.5

Students, staff and faculty are to send the Ad Posters requests or posting through service desk @ aui.kayako.com at least 24h before the event announced.

If the poster is appropriately designed (following the graphic charter), the Development and Communication department posts it within 24h. If not, the Development and Communication department will contact the requester for changes.

The text for an event announcement should not exceed 15 words. For generic announcement, the text should not be longer than 25 words.

The design guidelines to follow are defined in the graphic charter

Related AUI Policies or Legal Requirements: None

Procedure: DEV/ 1003.5

Request for Goads are processed only through service desk.

Policies and Procedures Manual
When sending the request for an event announcement, students, staff, faculty should provide the Title of event, Nature of event (Concert), Date, Time, Location, Organizer name, and Visual if available.

To design a poster, DevCom will require 1 to 2 business days, depending on work load.

**Application:**

Internal stakeholders *(students, faculty, staff)*

**Non Compliance Clause:** if not informed 24h before the event, the event won’t be posted on the GoAd.
DEV/103.6 News Spotlights

Approval Procedure:

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<td>Prepared by:</td>
<td>[Hassnaa qara], [Project Manager]</td>
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(Last) Revisions

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Purpose:

The Spotlights section on the Al Akhawayn University website is a virtual bulletin board that publishes briefs related to new publications, research, conference participation, new appointments, and more. Given the nature of this section, news items are brief and consist of plain text with no visual aids.

Policy: DEV/ 103.6

- The Department of Development and Communication reserves the right to select the briefs that will be published on the website as appropriate, based on whether or not the briefs have community-wide or nation-wide impact.
- Research-related briefs should be linked to pdf or word abstracts or copies of the research papers reported on.
- All content submitted by members of Al Akhawayn community is reviewed and proofread by the Department of Development and Communication prior to posting on the website to ensure the content meets the style guide and to ensure coherence with the marketing and branding message of the University.
- For consistency among all University publications and website content, the Communication and Development team consults the Chicago Manual of Style (16th ed.).

All submitted content must:

- qualify as University-related information
- have relevance to University as well as external audiences
be complete: books and articles or chapters in publications should include the full reference following the Chicago Manual of Style (16th edition).
be recent (within one month)
be limited to 120 words or fewer
include Web links when possible for easier reference
include – in the case of academic presentations and papers - abstracts or copies of the papers announced in the brief.
be spellchecked and proofread

News on the presentation or publication of an article of a book must include a link to:

*The full bibliographical reference following the Chicago Manual of Style (16th ed.), or
*A synopsis or the full text of the publication, when available.

Content Cannot Contain:

Public debate or personal opinion, political statements, political endorsements or political fund-raising, personal items for purchase/rent or sought for purchase/rent, advertisements, announcements or promotions for outside organizations or non-University related events or concerns.
News items that are not related to the University or a University department generally are not posted. Items such as weddings, births, personal items for sale and any solicitations by non-University personnel are not posted.
Announcements targeted for only select groups of faculty, staff and students are not appropriate for this University-wide communication.
Items that advocate a particular political opinion or view generally are not posted. This would not preclude announcements of on-campus speakers with political backgrounds, but such announcements should not be used to advocate a political position.

Related AUI Policies or Legal Requirements: None.

Procedure: DEV/ 1003.6

Members of Al Akhawayn community that seek to publicize brief news should Submit a ticket to service desk @ aui.kayako.com
- A brief news request is processed within the 48 hours following reception of the request.

Application:

Internal stakeholders (students, faculty, staff)
Non Compliance Clause:

- Failure to follow the above policies and procedure, we result in service not rendered
DEV/103.7 News Articles

Approval Procedure:

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(Last) Revisions

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Purpose:

News articles published on the Al Akhawayn website strive to inform internal and external stakeholders of the events that have taken or will take place at the university and/or events in which university faculty, staff and students have participated.

Policy: DEV/103.7

1. The Department of Development and Communication reserves the right to accept or deny coverage of an event based on newsworthiness and pertinence.
2. News stories will be published on the website as appropriate, based on whether or not they have community-wide or nation-wide impact.
3. On occasion, freelance stories are accepted for events in which coverage was not able to be provided. All content submitted by members of the Al Akhawayn community is reviewed and proofread by the Department of Development and Communication, prior to posting on the website to ensure the content meets the style guidelines and to ensure coherence with the marketing and branding message of the university.
4. News items consist of plain text with visuals which should be in a good resolution.
5. The news story should answer the four-w-questions (what, who, when, what) and include all necessary information in prose style.
6. During heavy volumes of requests, not all items can be posted.
7. Priority is given to those items of University-wide, national or international significance.
8. News items about faculty, staff and students’ publications will be considered for posting in the Briefly Noted section.
9. A news request is processed within the 48 hours following reception of the request.

10. Photos:
   - Photos should represent the story (avoid subjects posing).
   - Photos accompanying feature or news stories must be high-resolution (300 dpi)
   - Subjects must be clearly visible (not too far away)
   - Faces can be seen clearly/not obscured
   - Photo is in focus (not blurry)
   - Photo does not include alcoholic beverages or cigarettes?
   - Photo subjects are facing/looking at the camera
   - A photo should be accompanied by a caption (indicating by L-R front row, L-R back row, clockwise from left, etc.), and the time, date, place of event being pictured (if relevant).

All submitted content must:

1. Qualify as university-related information
2. Have relevance to university as well as external audiences
3. Be complete: books and articles or chapters in publications should include the full reference following the Chicago Manual of Style (16th edition).
4. Be recent (within one month)
5. Use a headline of 60 characters or less
6. Include Web links when possible for easier reference
7. Include – in the case of academic presentations and papers – abstracts or copies of the papers announced in the brief
8. Be sent in plain text format, justified left copy, in a Word document, and be written in 12-pt font
9. Be spellchecked and proofread

Content Cannot Contain

1. Public debate or personal opinion
2. Political statements, political endorsements, or political fund-raising
3. Personal items for purchase/rent or sought for purchase/rent
4. Advertisements, announcements, or promotions for outside organizations or non-university related events or concerns.

Related AUI Policies or Legal Requirements: None

Procedure: DEV/1003.7
Members of Al Akhawayn community that seek to publicize news on this section should submit a request to Communication and Development@ aui.kayako.com. A brief news request is processed within the 48 hours following reception of the request.

Application:
Internal stakeholders (students, faculty, staff,

Non Compliance Clause:
- Failure to follow the above policies and procedure, we result in service not rendered

ADVERTISING AND PROMOTION

DEV/ 104.1 Design — Publication of Promotional Materials:

Approval Procedure:

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(Last) Revisions

Describe the last revision and revision date.

Purpose:

The purpose of this policy and procedure is to ensure high quality, visual consistency and a strong connection to the University brand across all promotional materials representing Al Akhawayn University.

Policy: DEV/ 104.1
All Al Akhawayn University 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 Department of Development & Communications.

Related AUI Policies or Legal Requirements:

Procedure: DEV/1004.1

All University divisions, Schools, departments and programs preparing publications (newsletters, magazines, booklets, flyers, program brochures, posters, signs, etc.), advertisements (electronic and print), photographs, Web pages and/or audio-visual presentations intended for an external audience should first contact the Department of Development & Communications @ aui.kayako.com for guidance and assistance to ensure compliance with policy and procedure, and efficiency in the production process.

Application:

Internal stakeholders (students, faculty, staff)

Non Compliance Clause:

- Failure to follow the above policies and procedure, we result in:
  - service not rendered
  - giving 24 hour to the non-complier to modify, remove or delete the product/item associated with the university brand identity.
  - taking legal actions following the OMPIC intellectual property laws:
- AUI Policy on Intellectual Property
  (http://www.aui.ma/P20150303%20Intellectual%20Property%20Policy.pdf)
- OMPIC intellectual property laws
DEV/ 104.2 University Advertising Approval:

Approval Procedure:

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(Last) Revisions

Describe the last revision and revision date.

Purpose:

The purpose of this policy and procedure is to designate approval procedures for all University of Al Akhawayn advertising.

Policy: DEV/ 104.2

All the University advertising placed on behalf of Al Akhawayn University, in any publication or electronic medium must be centralized at the level of the Department of Development and Communication. This entails that the Department of Development and Communication is the only university entity to have the authority to define advertising investments, designs, productions, and channels regardless of the source of payment.

Related AUI Policies or Legal Requirements: None

Procedure: DEV/ 1004.2

Paid Advertising:

All advertising requests must be submitted to @aui.kayako.com and will be followed by a face-to-face meeting with the requester.

This ensures:
1) Quality control, appropriateness and consistency of University messaging and image;
2) That Al Akhawayn University receives the most competitive rates possible for all University advertising purchases; and
3) That the University internal communication and appropriate notice regarding messaging has occurred among all relevant parties

**DEV/ 104.3 External Media Communication Agencies Consultancy and Services:**

**Approval Procedure**

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(Last) Revisions | Date  
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Describe the last revision and revision date. |  

**Purpose:**

Purpose: External Media Communication Agencies Consultancy and Services may be needed by the Development and Communication department to support strategic or creative endeavors

**Related AUI Policies or Legal Requirements:** None

**Policy: DEV/ 104.3**

When necessary, the Development and Communication department appoints external communication agencies to provide professional advice and creative services for the University branding campaigns and other key projects. All agency briefs are managed by or through the Department of Development and Communications. No other department or internal stakeholder of Al Akhawayn University may engage with external communication agencies.

**Procedure: DEV/ 1004.3**

External agencies are selected through the Purchasing Department.
When selected the external agency should sign an agreement specifying the scope and deliverables of the service requested, along with a clearly defined deadline and penalty fees, in case of none compliance.

**Application:**

Internal stakeholders (*students, faculty, staff*)

**Non Compliance Clause:**
Failure to comply with the brand identity policies and procedures can result in:

- giving 24 hour to the non-complier to modify, remove or delete the product/item associated with the university brand identity.

### DEV/ 104.4 Promotional Material and Packages

**Approval Procedure:**

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**Purpose:**

These policies and procedures have been prepared to define the Development and Communication Department in the management of branded merchandise and gift packages.

**Policy: DEV/ 104.4**
All Al Akhawayn University branded merchandise and gift packages must be designed and produced and/or pre-approved (prior to production) by the Department of Development & Communications. Requesters must specify the quantities of items requested at least 1 month in advance to ensure availability of stock. Development and Communication department reserves the right to select the items to be branded or included in the gift packages. For branded items, the Purchasing Office can only order the branded items defined and designed by the Development and Communication department. The Purchasing Office must request a “Ready for Print” (BAT) approval from the Development and Communication department before printing, ordering, or producing the branded item. In case of emergencies, university department may purchase branded items directly from the Department of Development and Communication.

**Related AUI Policies or Legal Requirements:** Purchasing Department

**Procedure: DEV/ 1004.4**

**Gift Packages**

1. Each department or school should send their request to the development and Communication Department via tickets @ aui.kayako.com for packages. They should specify who they are for, how many and any special requests of what to include.
2. Requester can choose among the following packages:
   a. **Basic Gift Package (free):** Students and Visitors to the University Calendar, Brochure, Notepad, Pen or Pencil and other promotional leaflets that are available at the time.
   b. **Standard Gift Packages (free):** VIP Guests that may be giving a talk at the university Calendar, Brochure, Notepad, Pen or Pencil and other promotional leaflets that are available at the time, and one VIP gift as suggested by the Development and Communication department.
   c. **Customized Gift Packages (paid):** may include any branded item requested through service desk

3. Development and Communication will then prepare the packages based on the request and will notify the department or school when they are ready to be picked up from the office.
4. The preparation of the packages once the items are available will require 24hrs notice for small numbers of packages 1-15, and 48hrs or more notice for a larger number of packages 15-150.
5. The Department of Development and Communication will record this data on a specific spreadsheet to keep track of what has been taken and by what department or school.

**VIP Packages for the President’s Office**

President’s office should communicate their gift needs to the Department of Development and Communication via email.

1. This packages can include the following items: Calendar, Brochure, Notepad, Pen or Pencil and other promotional leaflets that are available at the time, Clocks, AUI medallion, Fabric Bag, University Publications, Student Handbook/agenda (if appropriate), USB Key, Mug and other small logo bearing items (if appropriate)

**Branded items**

1. At the beginning of each academic year and/or each semester (depending on the item), the department of Development and Communication will provide the designs and catalogue for all branded items to the Purchasing Office.
2. The order or request of these items shall be processed through the Purchasing Office.
3. Branded items include but are not limited to office products, apparel, electronic devices, accessories, mugs and cups.

**Application:**

Internal stakeholders (*students, faculty, staff,*)

**Non Compliance Clause:**

Failure to comply with the brand identity policies and procedures can result in:

- giving 24 hour to the non-complier to modify, remove or delete the product/item associated with the university brand identity.
MEDIA RELATIONS

DEV/ 105.1 Media Relations

Approval Procedure:

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(Last) Revisions

Describe the last revision and revision date.

Purpose:
The purpose of this policy and procedure is to ensure that the image of the University, including its administrators, faculty, staff and students, is accurately and positively portrayed in the public and news media, and to develop, using mass communications, public understanding of Al Akhawayn University programs, activities and events. This policy and procedure is intended to describe the University position with respect to interacting with news media representatives.

Policy: DEV/ 105.1
All media relations activities must be centralized at the level of the Department of Development and Communications.
The Department of Development and Communications reserves the rights to decide which content is disseminated to the members of the media.
Every content sent or submitted to the media by the Department of Development and Communications must abide by the graphic charter as defined in policy DEV/101.1

In order to plan an effective and strategic media coverage, University departments and centers must submit the dates and list of events at the beginning of every semester, preferably 15 days after the first day of class.
For spontaneous news or events, the Department of Development and Communications does not guarantee the coverage of the news or event by the media.

Related AUI Policies or Legal Requirements:
Moroccan law:

Procedure: DEV/ 1005.1

1. Students, staff and faculty must submit their request for media relations via @aui.kayako.com along with content information about the news or event.
2. Preparation of the media content and plan shall take no more than 10 business days.
3. The Department of Development and Communication shall send the requester the published media content.

Application:

Internal stakeholders (students, faculty, staff)

Non Compliance Clause:
- Failure to follow the above policies and procedure, we result in:
  - service not rendered
  - submitting a report to the president’s office for final decision
PHOTOGRAPHY & VIDEO PRODUCTION

DEV/ 106.1 Video Production

Approval Procedure:

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(Last) Revisions

Describe the last revision and revision date.

Purpose:

The purpose of this policy and procedure is to establish the responsibility for oversight and the procedures for producing University advertising and promotional videos. It applies to all University divisions, School, departments, and programs. This policy is intended to ensure that the University video productions coordinate with existing University-wide advertising efforts; contribute positively to the University’s brand image; prevent inconsistent messaging and/or duplication of materials already in existence; and meet the highest production standards.

This policy does not apply directly to University student projects or to creative videos produced by University Faculty, although it is preferable to have all the University productions reflect institutional identity and quality.

Policy: DEV/ 106.1

In order to ensure that video productions coordinate with existing university-wide advertising efforts, contribute positively to the University brand image, and meet the highest production standards in the most cost-effective manner, production of promotional videos will be coordinated through and approved by the Department of Development and
Communications. This includes video productions intended for public presentations and video intended for broadcast on television or online. All work (raw source material and final product) produced for this purpose shall become the permanent property of the University and shall be considered to be copyrighted materials of the University. The Development & Communications Department shall review the goals and script of the proposed video and, if approved, shall screen the video rough cut before granting final approval.

Student projects intended for an external audience and shot at the university or mentioning the university’s name also require the approval of the Department of Development and Communications before release. The student shall not release the video until provided with an official authorization form signed by the Director of Development and Communications.

**Related AUI Policies or Legal Requirements:** None.

**Procedure:** DEV/1006.1

All University divisions, Schools, departments and programs preparing video productions intended for an external audience should first contact the Department of Development and Communications @ aui.kayako.com for guidance and assistance to ensure compliance with policy and procedure, and efficiency in the production process.

**Filming Requests**

All filming requests must be submitted to Department of Development & Communications at communication@aui.ma. at least one month (30 working days) prior to the proposed date of filming. The university reserves the right to allow or refuse access to campus to filming crews.

Media professionals interested in covering specific university events in A/V format must contact the Department of Communication and Development for approval.

All filming on campus is subject to a prior contract signed between the production company or filming institution and the university. Crews that do not have a contract may not film on campus. (Please see the form in the appendices).

**Weekly summary videos**

- A One Week@AUI video should be posted on YouTube every Tuesday comprised on the video content from the previous week.
- Video should be edited on Adobe Premier Pro
  - Export of videos should be done in H.264 format at 23.976 fps
- Upload to YouTube, share the link on Facebook
Application:

External and internal stakeholders (students, faculty, staff,)

Non Compliance Clause:
DEV/ 106.2 Photography Requests

Approval Procedure:

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Describe the last revision and revision date.

Policy: DEV/ 106.1

Media professionals may not take pictures of campus or internal stakeholder without prior authorization (verbal or written) from the Department of Development and Communication

Procedure: DEV/ 1006.2

Media professionals desiring to receive specific photographs of the University for use in press articles or articles referring to Al Akhawayn University must contact the Department of Development & Communication at communication@aui.ma.

Application:

External stakeholders

Non Compliance Clause:

- Failure to follow the above policies and procedure, we result in:
  - service not rendered
  - giving 24 hour to the non-complier to modify, remove or delete the product/item associated with the university brand identity.
UNIVERSITY SOCIAL MEDIA STANDARDS

DEV/ 107.1 University Social Media Standards

Approval Procedure:

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(Last) Revisions

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Purpose:

The purpose of this policy and procedure is to ensure quality and appropriate use of approved/official University social media channels for promotion and information at the University. At Al Akhawayn University, we recognize that social media sites like Facebook, Instagram, Twitter, YouTube, Snapchat, Pinterest, Tumblr and LinkedIn have become important and influential communication channels for our community. The purpose of using social media channels on behalf of the University is to support Al Akhawayn’s mission, goals, programs, including university news, information, advertising and branding strategies, content and directives. Therefore, when using approved/official social media channels identified with the University (e.g. Facebook, Twitter and YouTube), it is critical that members of the Al Akhawayn community recognize that they are representing the University to the world at all times. To assist in posting content and managing these sites, the University offers the following policies and guidelines for official use of social media.

Policy: DEV/ 107.1

Publishing social media content on the university’s official institutional social media accounts can only be done by the Department of Development and Communication. The content, style and tone used is defined by the monthly editorial calendar devised by the department.

Prior to setting up a social media account, community members must receive permission from both their department/organization head and the Development and Communication Department for creating a social media accounts representing university units, department,
division and/or events. Once approved, the community member shall curate their social media content freely but yet constrained by the below guidelines:

- a. Remember that statements and responses represent the University to the world at all times.
- b. Refrain from discussing or expressing opinions regarding University policies, operations and personnel.
- c. Exercise discretion, respect and thoughtfulness toward all dialogue participants.
- d. Maintain professional language and tone.
- e. Confidential or proprietary University information or similar information of third parties, who have shared such information with you on behalf of the University, must not be shared publicly on official University social media channels.

**Related AUI Policies or Legal Requirements:**

**Procedure: DEV/ 1007.1**

**Publishing content on the university’s official institutional social media accounts**

Internal stakeholders should first contact the Department of Development & Communication through the Service desk (aui.kayako.com) to schedule content publication on the university’s official institutional social media accounts.

Official Institutional University social media accounts can be accessed online, and include:

- Facebook: [https://www.facebook.com/AlAkhawayn](https://www.facebook.com/AlAkhawayn)
- Instagram: @alakhawaynuni
- Twitter: [twitter.com/alakhawayn](https://twitter.com/alakhawayn)
- YouTube: [https://www.youtube.com/user/AlAkhawaynUni](https://www.youtube.com/user/AlAkhawaynUni)
- LinkedIn: [www.linkedin.com/school/606052/](https://www.linkedin.com/school/606052/)

**Social Media account**

All University divisions, Schools, departments and programs’s creation of the social media accounts should first contact the Department of Development & Communication through the Service desk (aui.kayako.com) for guidance and assistance to ensure compliance with policy and procedure, and efficiency in the production process.

**Application:**

Internal stakeholders (*students, faculty, staff,*)

**Non Compliance Clause:**

- Failure to follow the above policies and procedure, we result in:
  - service not rendered
• giving 24 hour to the non-complier to modify, remove or delete the product/item associated with the university brand identity.
• taking legal actions following the OMPIC intellectual property laws: http://62.251.167.25/en/respect-droit/legal-mechanisms
Policies and Procedures Manual

EVENT MANAGEMENT

DEV/ 108.1 Event Facilities and Services

Approval Procedure:

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(Last) Revisions

Date

Describe the last revision and revision date.

Purpose:

Al Akhawayn University offers a variety of quality facilities and Services in a number of different locations suitable for meetings, conferences, receptions and other events. The Department of Development and Communication will assist in the following:

- Planning (Program, Communication, Catering, Housing, Transportation, Conference rooms and other logistics)
- Gift Packages
- Local Event Coverage (Photography, & Video)
- Media coverage
- Design Services
- Institutional Campus tours

Policy: DEV/ 108.1

The Department of Development and Communication is responsible for coordinating the use of all university facilities and services for academic, institutional, and newsworthy events happening on Al Akhawayn University property or organized by Al Akhawayn University.
The term event includes any internal, external or events jointly organized by a University entity and an external partner.

The Development and Communication Department is not in charge of student events, but must be consulted for events including public figures. The Development and Communication can assist in student event planning for newsworthy events that offer media coverage potential.

**Equipment Usage**

Equipment (audio-visual, tables, chairs, easels, etc.) will be placed in reserved spaces at the request of the individual or group reserving the space. Equipment will remain in the reserved space for the duration of the event and shall not be removed or transported from University premises.

The University does not assume responsibility for damage to or loss of equipment or materials left in the building or on display brought by the organizers.

**Decoration**

All decorations and materials must be removed by the organizers immediately following the event. Failure to do so will result in the items being discarded. The organizers will be billed for any damage to surfaces and/or any excessive cleaning requirements.

**Hallways and Stairwells**

In compliance with fire and safety codes, hallways and stairwells must be free and clear of unauthorized items. An unauthorized item is defined as anything that is not a permanent fixture such as a trash receptacle. Easels, display boards, or other items are not to be stored in hallways and stairwells. (refer to Security and safety Policies)

**Medical Emergency**

The Health Center must be informed with any major event to be organized at Al Akhawayn University and should be contacted immediately in the event an accident or emergency arises.

**Safety/Security**

For safety, security and convenience, Al Akhawayn Security and/or the Building Managers conduct periodic rounds throughout the facilities. They must be able to enter all spaces at any time.

All groups should become familiar with emergency exits and safety policies when planning an event. “Security policies and procedures”

Users and their guests must park in designated parking areas.

Sound is to be kept to a minimum due to surrounding offices and classrooms.

**Alcohol & Drugs**

Policies and Procedures Manual
The consumption and/or possession of alcoholic beverages or drugs on University campus is strictly prohibited for all guests.

**Damage and Loss**

- All individuals using University facilities are expected to take reasonable steps to ensure proper care of the buildings and equipment. Accidental damage, repair, and replacement costs are the responsibility of the sponsoring unit/department or client (external event).
- Property of the University (i.e. furniture, paintings, displays, flags, etc.) may not be moved or removed from the facility without approval.

**Outdoor event and facilities**

Users cannot hang banners, signage, etc. on building surfaces without prior approval from Development and Communication Department.

Outdoor events involving radio stations, bands, DJ’s or other sound amplification must be identified at the time of the reservation request with Event Services.

Special requests for outdoor usage of space not listed above must be approved prior to the event by the Department of Development and Communication.

**Procedure: DEV/ 1008.1** All requests for the use of university facilities and Services stated above must be submitted to the Department of Development and Communication at https://aui.kayako.com/Tickets/Submit

For all external conferences, camps, or large events, requests must be submitted at least thirty (30) days in advance to the Event Coordinator at event@aui.ma.

The Department of Development and Communication will review applications for facility usage and Services, and within the context of the University’s mission, policies and procedures, reserves the right to grant or deny requests.

**Billing Process:** Please see Business Office policy

The Housing, Restaurant and any other services engaged in a specific event must submit their internal invoices / vouchers to Development and Communication Department at most 3 working days after the end of the event.

An internal invoice for each event will be prepared and have the department head’s approval.

The internal invoice then will be sent the person in charge of the event with a copy to the Business Office.

**Documents to provide to the Business Office**
The event form to be completed by the event requester and signed by the Department head/director, Vice-President, or the President.

The (Bon de commande) received from the client, in case of external events.

A copy of the final vouchers sent by the internal service providers.

A Form signed by the Department of Development and Communication stating all services provided during the event.

The internal invoice prepared and signed by the Department of the Development and Communication department.

Related AUI Policies or Legal Requirements: GM / ITS / Business office/ Student activities / security

Application: students, faculty, staff, alumni and external clients / partners.

Non Compliance Clause:

- Failure to follow the above policies and procedure, we result in:
  - service not rendered
  - giving 24 hour to the non-complier to modify, remove or stop the product/item/event

- Intentional misuse, vandalism, defacing and/or destruction of University facilities, and/or equipment will result in proper legal action that may include replacement costs.

- All persons using the University facilities are expected to act responsibly. Individuals who display disruptive, dangerous, or inappropriate behavior will be asked to leave.

WEBSITE CONTENT MANAGEMENT

DEV/ 109.1 Website Editing and Proofreading

Approval Procedure:

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Purpose:

The purpose of the Website editing and proofreading is to ensure that the content submitted by different stackholders meets the style guide and coherence with the brand identity and Al Akhawayn University mission.

Policy: DEV/ 109.1

- The Department of Development and Communication reserves the right to select content that will be published on the website as appropriate.
- Editing and proofreading will take up to 48hrs (excluding weekends)
- All content submitted by members of Al Akhawayn community is reviewed and proofread by the Department of Development and Communication prior to posting on the website.
- All submitted content must:
  - Qualify as University-related information
  - Have relevance to University as well as external audiences
  - Be complete: books and articles or chapters in publications should include the full reference following the Chicago Manual of Style (16th edition).
  - Include Web links when possible for easier reference
  - Include – in the case of academic presentations and papers - abstracts or copies of the papers announced in the brief

- Content Cannot Contain
  - Public debate or personal opinion
  - Political statements, political endorsements or political fund-raising
  - Personal items for purchase/rent or sought for purchase/rent
  - Advertisements, announcements or promotions for outside organizations or non-University related events or concerns.

Related AUI Policies or Legal Requirements: None

Procedure: DEV/ 1003.1

Each Department/School shall have one web liaison, designed by the head of the unit, who will be called the “Writer” and who shall submit new/modified content to the head of the department (“Editor”) who, after his/her approval, shall submit the content to the
Development and Communication Department representative (“Publisher”) for final validation and publishing.

- **Writer** (at the unit/school/department level): creates and submits updated and/or new material following the user manual provided by the Department of Development and Communication.
- **Editor** (e.g., Head of Department, Dean, Vice President): reviews the content and approves it before sending it to the Publisher following the user manual provided by the Department of Development and Communication.
- **Publisher**: Department of Development and Communication ensures that the content submitted complies with the University mission, graphic charter and editorial guidelines, and then either sends the content back to the editor for revision or gives approval to the Website Coordinator to make the content live.

**Application:**
Internal stakeholders (*students, faculty, staff*)

**Non Compliance Clause:**
- Failure to follow the above policies and procedure, we result in:
  - service not rendered
  - giving 24 hour to the non-complier to modify, remove or delete the content.
  - removing writer, editor or publisher access rights
  - taking legal actions following the OMPIC intellectual property laws:
**DEV/ 109.2 Website Posting:**

**Approval Procedure:**

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(Last) Revisions

Describe the last revision and revision date.

**Purpose:**

Al Akhawayn University in Ifrane Website is designed to be a communication tool for the Al Akhawayn University community and the public to view, and interact with. The website is meant to be an effective tool for the community at large to view academic programs and centers, schools, admissions, and different units of the university, post news articles, events, and other available information concerning Al Akhawayn University mission, vision, and its departments.

This information when placed online becomes public. In an attempt to keep the Website a safe, and secure, location for community information, the following guidelines have been established.

**Policy: DEV/ 109.2**

The department of Development and Communication must provide accurate and current information on the pages managed by the department. However, the department is not responsible for the accuracy of the content handled by other writers and editors.

The department of Development and Communication accepts no liability for errors or omissions, or for loss, damage or inconvenience arising from the use of the information. The department of Development and Communication is not responsible for the content of other websites linked to the University website.

**Related AUI Policies or Legal Requirements:**

**Procedure: DEV/ 1009.2**
Postings to the Website

Al Akhawayn University community can submit relevant content, news, press releases, press reviews, and events for publication on the university’s Website by submitting a request to the https://aui.kayako.com/Tickets/Submit

Submissions will be reviewed and posted in the appropriate areas of the Website, as determined by the Web coordinator under the direction of the Development and Communication Department Director.

Time Frame for Posting on website

The department of Development and Communication will make sure to have requests proceeded as follows:

- Al Akhawayn News: within 2 working days (if all information is provided)
- Briefly Noted: within 1 working day (if all information is provided)
- Create a new mini-webpage/section: The department of Development and Communication will need the approval of the concerned department head/dean/vice president in order to proceed with this kind of request and will be created within 5 working days (if all information is provided)
- Create a new page with a new content: The department of Development and Communication will need the approval of the concerned department head/dean/vice president in order to proceed with this kind of request and will be created within 2 working days (if all information is provided)
- Add/delete an existing content/page: The department of Development and Communication will need the approval of the concerned department head/dean/vice president in order to proceed with this kind of request and will be done within 2 working days (if all information is provided).
- Postings to the Events Calendar: Only the department of Development and Communication has the right to decide on what events or the university related functions will be posted to the events calendar. All items must include event name, date, time, programs, activities, image/picture, location and directions.

Application:

Internal stakeholders (students, faculty, staff)

Non Compliance Clause:
- Failure to follow the above policies and procedure, we result in:
  - service not rendered
  - giving 24 hour to the non-complier to modify, remove or delete the content.
• removing writer, editor or publisher access rights
• taking legal actions following the OMPIC intellectual property laws: 
CAREER SERVICES & ALUMNI AFFAIRS

DEV/ 110.1 Career Counseling Services:

Approval Procedure:

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(Last) Revisions

Describe the last revision and revision date.

Purpose:
Each student has different career aspirations, areas of confusions and a desired career plan. One to one counseling sessions focus on each student’s case to answer their questions regarding their professional future. During these sessions, the Career Services Officer covers many aspects:

- Review CVs and cover letters
- Discuss career projects and options
- Get help with internship and job search
- Get recruiters contacts

Policy: DEV/ 110.1
- The Career Services have to approve the AUI CV template
- Graduating students must be oriented by their faculty and staff to consult the Career Services office for Career counseling before they graduate.

Related AUI Policies or Legal Requirements: Non

Procedure: DEV/ 1010.1
From Monday to Friday (10:00 am to 12:30 pm and from 3:00 to 5:00 pm), students can get appointments with the career services office to discuss one or many of the mentioned aspects.

Application:
Internal and external stakeholders (students, faculty, staff, Amulni)

DEV/ 110.2 Career Readiness Program

Approval Procedure:

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Purpose:
Alumni, business experts, and professionals from different sectors of activity come and share their experience with students. Career Readiness Program sessions are interactive information sessions about industries and careers. They help students make a well-informed career decision. During spring, these sessions are also a preparation to the university annual Job Fair.

The program is an 8 to 10 sessions, presenting different themes answering students’ questions regarding aspects related to their future professional career. The themes answer the following question (and more): Career plan, Job search, CV Correction, Interviews, Mock Interviews, Labor Law, and Networking.

Policy: DEV/ 110.2
- The Program is offered once per semester.
- Faculty & staff are to be involved in the design and the delivery of the program.
- No more than 1 workshop per day.
Related AUI Policies or Legal Requirements: Non

Procedure: DEV/ 1010.2
A committee is formed to discuss the outline, schedule and the intended learning outcomes of the program.
Sessions are scheduled during 1 to 2 weeks during Fall and Spring.

Application:
Internal and external stakeholders (students, faculty, staff, Amulni)

Non Compliance Clause:

DEV/ 110.3 Employers policy:

Approval Procedure:

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Purpose:
In order to facilitate contact between recruiters and AUI students, the service offers a range of services that include:

- An easy access to job/internship offers posting: Direct and timely posting of career offers to alumni and students using e-mail, on campus announcements and social media (Al Akhawayn Career Services & Al Akhawayn University Internship Opportunities -official FB groups);
- Sourcing: Easy access for recruiters to Al Akhawayn University data base of CVs;
- Free on Campus Recruitment Events: The service encourages companies to hold recruitment events on campus. The Service offers all the necessary logistics for free and ensures coordination and communication about the event on campus for students and alumni;
- Speed Recruiting Events on campus;
Career Talks/conferences: On a monthly basis the service organizes career talks that aim at bridging recruiters with students and the academic world with the professional world.

Policy: DEV/ 110.3
- Only Career Services office is allowed to communicate alumni/students CVs and contact information to recruiters.
- Companies are welcomed to present their businesses and hire on campus for free.

Procedure: DEV/ 1010.3
All employers requests must be submitted to the Department of Development and Communication at career@aui.ma or Communication@aui.ma

Application:
Internal and external stakeholders (students, faculty, staff, Alumni)
DEV/ 110.4 Alumni Relations:

Approval Procedure:

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Purpose:
The Career Services & Alumni office builds and maintains the relationship with the university alumni digitally via email and the Alumni Office Facebook page https://www.facebook.com/AUIAlumni/?ref=bookmarks and by organizing different events and outside campus.

- Alumni Homecoming
- Students Mentoring
- Alumni Talks
- Alumni Gatherings in different cities

Policy: DEV/ 110.4
On campus events for alumni are to be organized by Alumni Office only.

Application:
Internal and external stakeholders (students, faculty, staff, Alumni)

Non Compliance Clause:
- Failure to follow the above policies and procedure, we result in:
  - giving 24 hour to the non-complier to modify, remove or delete the content/event.
DEPARTMENT OF DEVELOPMENT AND COMMUNICATION

Policies and Procedures Manual

DEV/ 110.4 Job Fair:

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Describe the last revision and revision date.

Purpose:
Al Akhawayn University Job Fair is an annual event where students and fresh graduates meet companies for potential recruitment opportunities.

National and multinational companies, representing different sectors, take part in the University Job Fair to meet, network, and recruit potential candidates from different disciplines including Business Administration, Engineering and Computer Sciences, Human Resources, Communication or International Relations and Diplomacy.

Policy: DEV/ 110.4

- Only the Career Service Office can organize the Job Fair on campus.
- The Career Services officer and the Job Fair team are to contact the companies and invite them for participation.
Procedure: DEV/ 1010.4

- Invitation to the Job Fair has to be sent at least 3 months before the event date in order to save the date.
- Sponsoring file has to be sent out to companies at least 2 months before the event.

Application:
Internal and external stakeholders (students, faculty, staff, Alumni)

Non Compliance Clause:
- Failure to follow the above policies and procedure, we result in:
  - giving 24 hour to the non-complier to modify, remove or stop the content/action.
  - remove the right to the non-complier to access campus.

DEV/ 110.5 Database & Statistics:

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<td>Approved by Policy Committee:</td>
<td>[MM/DD/YYYY]</td>
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<tr>
<td>[Committee Name]</td>
<td>[MM/DD/YYYY]</td>
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<td>Validated and promulgated by:</td>
<td>[MM/DD/YYYY]</td>
</tr>
<tr>
<td>[Name], [Position]</td>
<td>[MM/DD/YYYY]</td>
</tr>
</tbody>
</table>

(Last) Revisions

Describe the last revision and revision date.

Purpose:

Gather information form the alumni community in order to have an updated alumni database and gather information to keep record of the alumni statistics.
Policy: DEV/ 110.5

- Alumni information is for internal use only. Only alumni who allowed sharing their contact information with external stakeholders (eg recruiters) have their information shared when needed.
- Information about salary and career status are confidential.

Procedure: DEV/ 1010.5

Information is gathered using online surveys, emails or phone calls:
- Annual Alumni Information Survey
- Alumni Feedback Survey
- Information Update website page (to be implemented)

Application:
Internal and external stakeholders (students, faculty, staff, Alumni)

Non Compliance Clause:

DEV/ 110.6 Job & Internship Openings:

Approval Procedure:

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepared by:</td>
<td>[Hassnaa qara], [Project Manager]</td>
<td>[MM/DD/YYYY]</td>
</tr>
<tr>
<td>Submitted by Department Head:</td>
<td>[Naziha Houki], [Director]</td>
<td>[MM/DD/YYYY]</td>
</tr>
<tr>
<td>Approved by Division Head:</td>
<td>[Naziha Houki], [Director]</td>
<td>[MM/DD/YYYY]</td>
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</tbody>
</table>

(Last) Revisions

Date
Policies and Procedures Manual

Purpose:
Answering companies’ recruitment needs by posting their offers on the official Career Services Facebook group and by sending emails. It also helps students get access to different openings.

Policy: DEV/ 110.6

- Openings should be clear about the role or the mission. An email address where to submit application is to be provided. It is preferable to have other information if not confidential.
- Openings are to be centralized in the CS and sent out only from career@aui.ma.

Procedure: DEV/ 1010.6

When a job/internship offer is received, the Career Services Officer sends it by email to alumni/ students of the university via email from: career@aui.ma
Openings are to be shared of the Career Services Facebook pages and by email:
Al Akhawayn Career Services Office for job offers
https://www.facebook.com/groups/356248374386493/
Al Akhawayn University Internship Opportunities for internship openings
https://www.facebook.com/groups/168897123571679/

Application:
Internal and external stakeholders (students, faculty, staff, Alumni)

Non Compliance Clause:
Failure to comply will result in submitting a report to the president’s office for a decision.
IV. DEFINITIONS:

The following definitions have been provided to ensure better understanding of terms as used and understood by this department.

- **Internal stakeholders:** students, faculty, staff, alumni and the Board of Trustees
- **News:** Noteworthy Al Akhawayn University media presence (news articles and mentions in digital, print, radio and TV media outlets), activities and achievements.
- **Newsworthiness or noteworthiness:** news deemed important because of its level of impact, novelty, currency and/or strategic orientation.
- **Brand identity:** Brand identity includes name (in 4 languages), logo, seal, colors, branded documents and items.
- **Graphic charter:**

V. RELATED INFORMATION:

List related university policy documents or cross-reference and where they can be located (also Frequently Asked Questions documents (FAQ) if needed.)

2015 AUI Intellectual property policy
OMPIC intellectual property laws

VI. APPENDICES

List of applicable forms, other university documents (e.g. templates, process flow charts and external documents that provide helpful, relevant information; including where these documents can be located. Forms

**Guidelines**
DEV 101 Graphic Charter

**Forms**
DEV 102 Photo & Film Authorization Form
DEV 103 Post Event Evaluation Form
DEV 104 Event Organization Form

VII. HISTORY/REVISION DATES:

<table>
<thead>
<tr>
<th>Revisions</th>
<th>Date</th>
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<tbody>
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</table>
FILMING REQUEST FORM

This form must be completed in entirety by anyone requesting to photograph or film within Al Akhawayn University campus.

This form must be submitted at least one month (30 working days) before the desired photo or film shoot via email at communication@aui.ma or in person to the Development and Communication Department office, building 2 room 201.

All requests will receive an email response. However submitting a request does not guarantee confirmation, the University reserves the right to allow or refuse access to campus to filming/photography crews.

Business hours are Monday–Friday, 8:30am–5:30pm; weekend/holiday requests will not be addressed until the following business day.

Name:_________________________________________________________________
Organization represented:_________________________________________________________________________________________
Date:_________________________________________________________________________________________
E-mail: Tel. (mobile preferred):_____________________________________________________________________________________
Address:_________________________________________________________________________________________
___________________________

Date of photography/filming: _____ Time Begin:_______ Time End:________________
Facility or building to be photographed or filmed:_______________________________________________________________
Specific area/space you intend to take pictures or film in:________________________________________________________
Number of photographers/crew:________________________________________________________
Type of equipment involved, including vehicles:_______________________________________________________________
Interviewee list and schedule (if any):______________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
Synopsis of the video:

(Please attach the treatment or scenario)
I certify that the film will follow the synopsis/treatment attached. I also certify that I will share the rough cut of the video with the Department of Development and Communication of Al Akhawayn University prior to diffusion as well as provide the final version of video via email in the next two months.

Signature:____________________ Name:____________________ Date:____________
Evaluation

Evènement : ____________________________________________

Période : ____________________________________________

Lieu : ____________________________________________

a. Le lieu (salle(s) de conférence) de l’évènement était bien adapté :
☐ Tout à fait ☐ Plutôt oui ☐ Pas vraiment ☐ Pas du tout

S’il y a insatisfaction, veuillez préciser pourquoi :
...........................................................................................................................
...........................................................................................................................

b. L’environnement de l’Université était bien adapté pour cet évènement :
☐ Tout à fait ☐ Plutôt oui ☐ Pas vraiment ☐ Pas du tout

S’il y a insatisfaction, veuillez préciser pourquoi :
...........................................................................................................................
...........................................................................................................................

c. Les menus du restaurant étaient satisfaits :
☐ Tout à fait ☐ Plutôt oui ☐ Pas vraiment ☐ Pas du tout

S’il y a insatisfaction, veuillez préciser pourquoi :
...........................................................................................................................
...........................................................................................................................

d. La qualité du service de restauration était satisfaite :
☐ Tout à fait ☐ Plutôt oui ☐ Pas vraiment ☐ Pas du tout

S’il y a insatisfaction, veuillez préciser pourquoi :
...........................................................................................................................
...........................................................................................................................

e. Le logement était propre est confortable :
☐ Tout à fait ☐ Plutôt oui ☐ Pas vraiment ☐ Pas du tout

S’il y a insatisfaction, veuillez préciser pourquoi :
...........................................................................................................................
...........................................................................................................................

f. Le personnel administratif et technique de l’Université était accueillant :
☐ Tout à fait ☐ Plutôt oui ☐ Pas vraiment ☐ Pas du tout

S’il y a insatisfaction, veuillez préciser pourquoi :
Event Organization

Event title: _______________________________________________________________
Organizer(s): ____________________________________________________________
Date(s): From:    /    /    to    /    /
Type:  □ internal  □ external  □ co-organized
Partner from AUI: __________________________________________________________
School/Department: ________________________________________________________

Thematic framework: □ Academic □ business □ sports/leisure □ social/culture
□ other: ________________
Number of participants: __________________________

Event Special Rates'
Approval ____________________________________________________________
Reasons for price reduction: □ Long term cooperation □ Strategic importance of event
□ Services rendered to AUI □ Other: ________________
Rates:
Housing: □ normal □ associate (-15%) □ partner(-30%) □ other: ________________
Meeting Space: □ normal □ associate (-30%) □ partner(-50%) □ other: ________________
Audio-visual material: □ normal □ associate (-30%) □ partner(-50%) □ other: ________________

Signature DEV & COM, __________________________ date: __________________________

Dean or Department Head Approval: __________________________
date: __________________________

Signature VPFA/VPAA, President ________________