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USE OF ACADEMIC STAFF NAMES IN PROMOTIONAL MATERIAL

Section	Institute Governance and Management		
Approval Date	18.05.2009	Approved by	Directorate
Next Review	25.02.2021	Responsibility	Director of Marketing and International Development
Last Reviewed	28.02.2018	Key Evaluation Question	6

Nelson Marlborough Institute of Technology (NMIT)'s marketing strategy does not normally include using individual staff members' names. Promotional material is written to market the **institute** as a quality provider rather than focus on the merits of individual tutors.

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

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

POLICY

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

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

REFERENCES

INTERNAL

Programme Area Marketing Strategies
NMIT Brand Guidelines