



Press Forward. Fear Nothing.

XAVIER UNIVERSITY  
OF LOUISIANA

XAVIER UNIVERSITY OF LOUISIANA

# IDENTITY GUIDELINES

MARKETING AND COMMUNICATIONS POLICIES

COMMUNICATIONS · GRAPHICS · SOCIAL MEDIA · WEB

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**MARKETING AND  
COMMUNICATIONS**  
*WHAT WE DO*

## What We Do

The Marketing and Communications Department (MCD) strives to promote Xavier University of Louisiana (X.U.L.A.) by informing, educating, and engaging external and internal stakeholders of X.U.L.A. Our mission is to ensure that Xavier's existing stakeholders and new audiences are aware of and adequately knowledgeable about Xavier, its performance, mission, commitments, plans and successes.

We also aim to build trust with all key stakeholders in the community and position Xavier as a prestigious university for new students, their parents and advisors, and donors.

Working together, we will ensure that Xavier's voice and messages are effectively crafted and disseminated to all stakeholders whose knowledge and support are essential for our continued success and are fully aligned with the mission, vision, goals and objectives of the Xavier Leadership Team and Board of Trustees.

This policy was developed to help us better communicate with the following key stakeholder groups:

- Prospective Students and Parents
- High School Counselors
- Alumni
- Donors
- Partner Organizations
- Academic Community Influencers
- Elected Officials
- Media
- The Business Community
- Current Students
- Internal Stakeholders
- Boards
- Faculty
- Staff

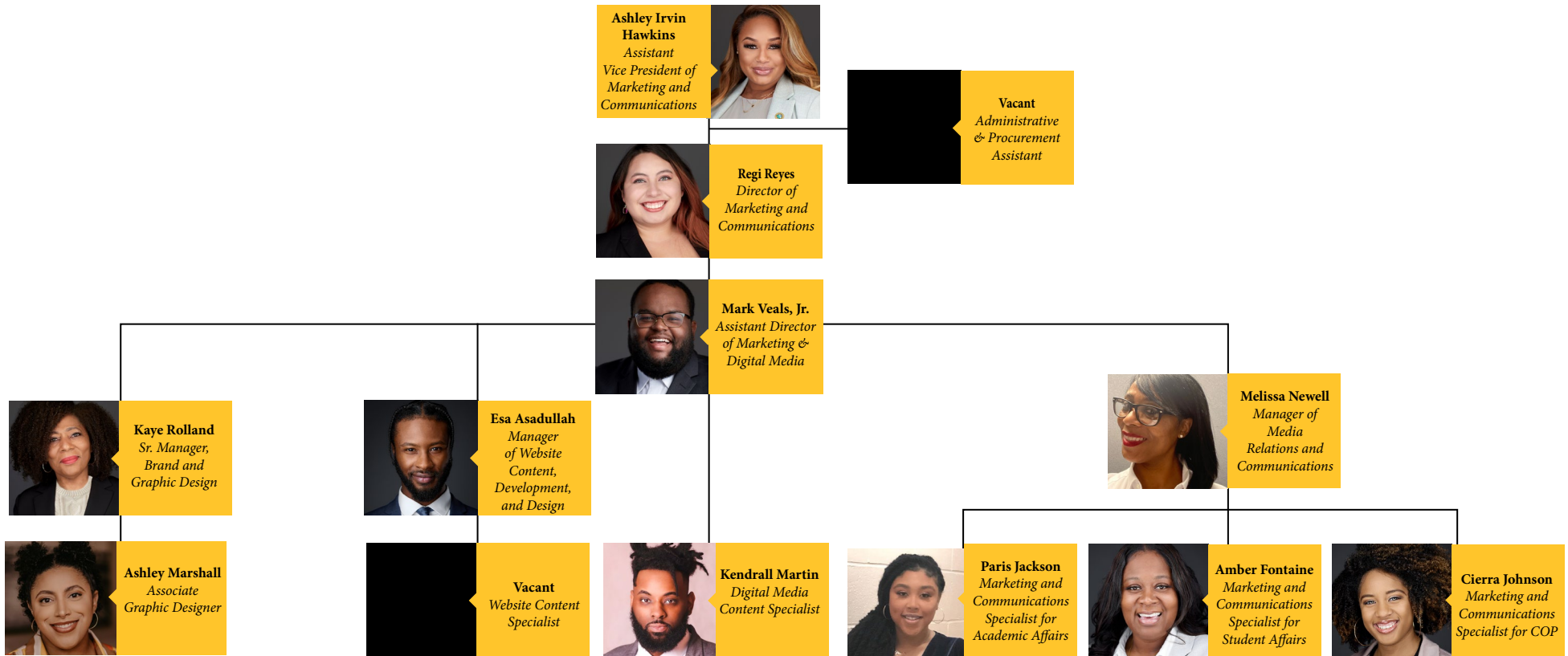
# Marketing and Communication

The background is a vibrant yellow with a complex geometric pattern. It features a network of white lines connecting small dots, creating a mesh-like structure. Overlaid on this are various shades of yellow and orange geometric shapes, including triangles and polygons, which create a layered, 3D effect. The overall aesthetic is modern and tech-oriented.

**MARKETING AND  
COMMUNICATIONS**  
*MEET OUR TEAM*

## Marcomm Team Structure

The Marketing and Communications Department is the official steward of the institutional brand, manages digital presence and advertising and expands recognition via an integrated approach. Reporting to Assistant Vice President of Marketing and Communications Ashley Irvin Hawkins, it is charged with leading all marketing and communications efforts for the entire institution.



## Requesting Marketing and Communications Department (MCD) Assistance

To request assistance from the MCD, please email [xula1925@XULA.edu](mailto:xula1925@XULA.edu), call 504-520-5214 or visit our service desk at [Marketing Help Desk Ticket](#). This allows the management staff in the MCD office to track and ensure that all projects are completed in a timely manner. This service desk was conceptualized, designed, and launched in collaboration with IT to better manage workflow in the department and monitor the progress of requested support from the MCD. This is our way of better serving the needs of the entire university.

Departments will also be required to complete an annual spreadsheet of all standard promotional events, campaigns, and deadlines that will require either internal or external promotion. Dates and information may be changed after submission, but the spreadsheet must be completed to allow the MCD to anticipate and proactively plan the dissemination of all communications.

# collaboration

## Publicity & News Release Procedures

Requests for MCD support from all departments/individuals are submitted via an online request form. The requesting department Director/VP must first approve requests for consideration. This channels requests through the appropriate leader in individual departments to set priorities of departments at any given time.

Requests will be evaluated based on MCD office objectives, annual priorities from the President, Cabinet, the Board of Trustees Office, MCD office workload, and the budget for the request.

Many forms of promotion are available, including news releases, media interviews, public service announcements, community outreach, employee engagement support and public outreach efforts.

All media have the option to use or not use the information sent to them. Both print and broadcast journalists use seven major criteria to judge the newsworthiness of a story: impact, timeliness, prominence, proximity, uniqueness, conflict, and currency. Paid advertising is the only guaranteed way to promote your program or event exactly when and where you prefer.

The MCD office manages paid advertising for university-wide campaigns and serves as an advisor on individual department campaigns. All paid advertising campaigns must first be approved by the Assistant Director of Digital and Social Media, the Director of Marketing and Communications, the Assistant Vice President of Marketing and Communications, and in some instances other university vice presidents/administration as needed, and the President of the university. This includes the selection of ad vendors, placement and content of advertisements. Departments requiring these services should submit their annual needs by April 30 of the preceding year along with the budget for optimal planning, placement and inclusion in overall campaign metrics. The requesting department is required to pay for all paid physical and digital advertising.

publicity & news



## Publicity & News Release Procedures (cont.)

All news releases are prepared by the MCD and distributed using email to target newspapers, radio and TV stations, specialized publications and digital media. Depending on the type of announcement, this information may be distributed to an extensive list of community contacts and elected officials on a local, regional, and national level. News releases are also posted on the Xavier University of Louisiana website. The MCD may also place this information on social media with a link to the information housed on the website.

To publicize an event through a news release, send the pertinent information (who, what, where, when, and why) to the MCD via the service desk. Materials describing more detailed event information, such as biographies, are also useful in preparing news releases. Ideally, notification and/or information should reach us a minimum of six weeks in advance of an event, announcement, appointment, or other news regarding the university. All requests must be scheduled into the existing media calendar developed annually by the MCD. For optimal coverage, information should be provided eight weeks in advance of the promotional period.

Staff engaged in personal endeavors that draw an association with the university promoted in the community, press, or social media must submit details of those activities and promotions for review by the MCD to determine if the name or image/likeness of the institution can be associated with the event, work, or product due to brand compliance guidelines.

Outside events hosted at Xavier and using the name or image/likeness of the university in promotions must be submitted for review by the MCD. The MCD will determine if the institution's name or image/likeness can be associated with the event due to brand compliance guidelines and if cross-promotional opportunities would benefit the university.

Members of the working press covering a Xavier-associated event must be routed to the MCD for vetting and must be given the contact information for the office as the primary contact for media access to facilities and official source of general information regarding the university. Drafts of Press Releases are welcomed and the MCD is at liberty to edit them as seen fit. The MCD is the only department that is authorized to send out press releases to the media.

### Swag Items

Department-specific swag items will come from that department's budget.

## Publicity & News Release Procedures (cont.)

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***Written approval of institutional messaging lies solely with Assistant Vice President Ashley Irvin Hawkins and shall NOT be disseminated in any way prior to securing that approval.***

## Publicity & News Release Procedures (cont.)

### Swag Items

Department-specific swag items will come from that department's budget.

*Faculty and staff not identified as official spokespeople by the university are not authorized to speak to the media or on social media as official representatives of the university.*

Independent personal endeavors of administrators or staff must be submitted for review only if Xavier University is mentioned in promotional or biographical information. You may be required to include a disclaimer on these works that it is not an official publication, representation, or the opinion of the university.

Administrators, faculty and staff engaging in independent civic or political activities may not represent their roles on committees or in these endeavors as officially representing the university unless appointed as a representative by a member of the Cabinet.

### For Publicity & News Releases:

**Points of Contact:** Melissa Newell • mnewell@XULA.edu • 504-520-5425

### **How to Request:**

Complete an online request form at [Marketing Help Desk Ticket](#) > **Press Releases & PSA Requests**

### **Approval:**

All requests must be approved by the respective department Directors/Vice Presidents (VPs). Final press releases require the approval of the MCD and the requesting department Director. Some media releases may additionally require approval of the Vice President of External Relations, the President and/or the Board of Trustees.

## Press Inquiries Policies & Procedures

The President of the university is the primary spokesperson on most topics. The Provost, members of the Cabinet, and deans are secondary spokespeople. Faculty and staff may be called upon to speak on behalf of the institution as determined by subject. The MCD will serve as the initial contact point for all press inquiries. ***Media should not be contacted to place stories regarding any Xavier-affiliated news outside of the MCD office.***

In most cases, a reporter who is writing a story or wants specific information on a topic will need to speak to the appropriate technical expert. In these cases, the MCD will schedule interviews with said expert. Technical experts will need to be briefed by the MCD prior to interviews. An MCD staff member will attend all media interviews. All information to be shared with the media must be vetted by MCD staff.

### **Guidelines and Protocols**

**Under no circumstances** should X.U.L.A. faculty or staff (outside of the MCD office) initiate contacts with the press or grant interviews without the approval of the MCD in advance.

**Under no circumstances** should X.U.L.A. faculty or staff directly respond to press inquiries.

**Under no circumstances** should staff release documents for publication or broadcast without the prior approval of the MCD, the President, Vice President of External Relations, and the Cabinet and/or Board office as applicable.

### **Media Tips:**

In some cases, a reporter may contact a member of the X.U.L.A. faculty or staff directly. If a reporter contacts you, please notify the MCD Office with the name of the media and the reporter, along with the nature of the inquiry.

## Press Inquiries Policies & Procedures (cont.)

If a reporter from a newspaper, radio, or television station calls and asks you to comment on a breaking story, your response should be:

*“I would be happy to refer you to the appropriate person to respond to your inquiry.”* Refer them to the MCD staff and then let us know who called and what they wanted immediately. Do not delay informing the MCD office of any media contact. Be sure to take down the name, media station and phone number of the caller and forward this information when you contact us.

**When** you are authorized to talk to a reporter,

- You are never off the record.
- Just answer the question directly and as briefly as possible.
- Don't continue to talk, even if the reporter pauses. This can be a technique to get you to say more than what is necessary.
- Do not respond to hypothetical questions. Only discuss facts.
- Don't simply agree with a reporter's statement.
- Don't let reporters put words in your mouth.
- Give your own answer clearly and concisely.

Sometimes stories do not come out as you expected. Reporters are supposed to produce a balanced story and will look for someone who will say the opposite of what you say. The MCD monitors media coverage daily and will work to correct inaccuracies and counteract any negative publicity with positively placed stories.

### **For Press Inquiries:**

**Points of Contact:** Melissa Newell • mnewell@XULA.edu • (504) 520-5425

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## Procedures for Promotion and Announcements

### Event Publicity

*I have an event coming up. How do I publicize it?*

### Recognition for Xavier faculty, staff, or student

*I have a good story about a Xavier accomplishment. How do I publicize it?*

The Marketing and Communications Department handles all publicity for Xavier events and publicity for faculty, staff, and student accomplishments, which can be publicized through several mediums, including **news releases, the weekly e-bulletin, the monthly Xavier Update newsletter, web stories, and social media.**

Information about student, faculty, and staff accomplishments must be submitted to Xavier's MCD Office at help.XULA.edu at least **four weeks** prior to when you want it published, via a possible press release, web story or both. Include all relevant information in your submission. Most announcements **do not** require a press release. See below to see the difference between a press release and a web story:

1. **Press Release** - An official statement issued to media giving information on a particular matter. This is a strategy we use to get media coverage or inform the media on a specific subject. The MCD office is the only university entity authorized to speak to or send communications to the media as it relates to Xavier University. This is not meant for non-urgent announcements but only high-level university announcements. The MCD Office is solely responsible for determining which events/announcements are press release worthy.
2. **Web Story** - An article posted on the Xavier website to raise awareness about an event, person, accomplishment or important matter throughout the Xavier community and to all of the external visitors of our website. These announcements aren't necessarily directly sent to the media but are posted to our website.

## Procedures for Promotion and Announcements (cont.)

Xavier University events can be publicized in the following ways:

- Events are included on the University Calendar (Visible on the Home Page of XULA.edu)
- Events/Announcements may be publicized through the Xavier Newsroom and in the weekly e-bulletin.

The weekly e-bulletin is THE official vehicle for communicating non-urgent announcements and info to X.U.L.A. faculty, staff, and students. It is emailed each Monday morning (excepting holidays) covering the events for the upcoming week and beyond.

If you have an announcement or info about a campus event that you wish to submit for inclusion, please send it to [xulanews@XULA.edu](mailto:xulanews@XULA.edu). Please submit a help desk ticket for brand-compliant flyers in a timely manner in accordance with MCD turnaround policies. If your submission includes a flyer, it should be in .doc, .pdf, or .jpg format. Self-designed flyers are subject to change and approval by the MCD Graphics team to comply with university branding guidelines. Please note that requests for blast emails about individual events cannot be honored.

The deadline for all submissions for the e-bulletin is noon the Wednesday before publication (Monday); however, you are encouraged to send in your announcements as early as possible.

The Xavier Update (XU) publication is sent quarterly to all faculty, staff, students and alums (who opt in to receive). This publication is meant to highlight the amazing work and accomplishments of our faculty, staff, students and alums. We also use this publication to promote new institutional partnerships and positive stories of Xavier being highlighted in the media. To submit a story or idea for inclusion in the Xavier Update, please email [xulanews@XULA.edu](mailto:xulanews@XULA.edu) or [rreyes@XULA.edu](mailto:rreyes@XULA.edu).

The deadline for all submissions for The Xavier Update is second to last Monday of the Month.

**Point of Contact:** Melissa Newell • [mnewell@XULA.edu](mailto:mnewell@XULA.edu) • 504-520-5425

## Crisis Communications Procedures

A crisis is a situation that requires immediate and coordinated action. It also is a situation that significantly impacts the institution's operation or affects its image within the community.

At the direction of the President, the Cabinet and the Board of Trustees, a crisis team of key personnel will handle the emergency, establish clear lines of communication, and appoint a spokesperson who will handle all media contacts and public statements.

All students, faculty, and staff are expected to refrain from discussing crisis situations with the media, on social media, or in the greater community.

### For Crisis Communications:

**Points of Contact:** Ashley Irvin Hawkins • airvin1@XULA.edu • 504-520-5424  
Regi Reyes • rreyes@XULA.edu • 504-520-5240  
Mark Veals Jr. • mveals@XULA.edu • 504-520-5670

# crisis communications

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## Video or Photo Opportunities Procedures

If you have a visually attention-grabbing event, i.e., interesting people doing active things, we can offer a photo/video opportunity. Such an event is often an opportunity for a good photo that can be shared in the media or as a good visual for the TV cameras. Photography/videography editors are looking for photos and videos that are interesting, informative, and entertaining.

Events that are not photo/video opportunities for a media release or use in internal communications cannot be guaranteed photographic coverage by the MCD due to scheduling conflicts. In this case, a list of preferred university videography/photography vendors may be provided to hire for the event under the requesting department's budget code and at their expense.

Requests for university photography must be submitted through the ticket system at [Marketing Help Desk Ticket](#) > **Professional Photographer / In-house Photography Coverage Request** at least 14 business days prior to your department's event. All details, including who, when, where, the intended purpose of the photographs and the essential photography needs must be provided. If approved, photos will be shared electronically via email or an online photo bank after the event. Any photo print orders are the responsibility of the requesting person or department. All invoices and photo print orders are the responsibility of the requesting person or department.

**Points of Contact:** Mark Veals Jr. • mveals@XULA.edu • 504-520-5670  
Kendrell Martin • kmarti34@XULA.edu • 504-520-5166

### How to Request:

Complete an online request form at [Marketing Help Desk Ticket](#) > **Professional Photographer / In-house Photography Coverage Request**

### Approval:

All requests must be approved by the respective department Directors/VPs.

## photo or video coverage

## How To Request Photo or Video Coverage



1

### Click the Link:

[Marketing Help Desk Ticket](#) > Professional Photographer / In-house Photography Coverage Request



2

### Fill out the ticket:

Each department is responsible for submitting a ticket to the Marketing and Communications Department at least 14 days prior to the event you are requesting coverage for.



3

### Once the ticket is placed:

MCD will contact department requesting coverage for additional details so that they may be conveyed to the vendor.



4

### Booking:

MCD will reach out to Photo/Video vendors and book them for your event as well as share all details provided by the department.



5

### Confirmation:

Once the vendor has confirmed that they can cover the event the vendor will be provided all needed credentials or additional instructions for the event.

*Note: It is the responsibility of the requesting department to make sure all info is provided prior to the MCD contacting a vendor.*



6

### Request Complete:

When a request is completed, a link will be sent containing all photos or video captured at the event.



7

### Invocing:

Once the content is delivered to the department, the invoice from the vendor will be provided to the department.

## Publications Policy

The MCD is responsible for the quality and production of university publications. The publication policy aims to establish consistency and accuracy and provide a positive identity for Xavier.

The MCD reviews the content, design, purpose, budgetary considerations and printing format of all publications.

Any printed piece intended for distribution to a mass audience must be coordinated through the MCD.

**Definition:** University publications are those materials that use the Xavier University name or logo, are distributed externally, and/or are paid for with Xavier funds. Examples include brochures, flyers, invitations, newsletters and more. This does not include internal departmental publications, letters, memoranda, or other personally signed communications.

publications policy

## Publication Procedures

**Planning and Production:** Contact the Marketing and Communications Department early in the planning stages of your publication to arrange a meeting. Allow sufficient time for writing, editing, typesetting, designing, bidding and printing of your publication. In some instances, outsourced design work may be recommended due to the nature of the project or the workload of the MCD. Fees associated with outsourced design work are the fiscal responsibility of the requesting department.

Be prepared to discuss your publication's intended audience, deadline, budgeted amount, and plans for distributing the publication.

### **Here's what is involved:**

**Time:** While the complexity of jobs varies, most publications require **four-eight weeks** from the time the MCD receives the original copy until printed copies are delivered.

**Cost:** In most cases, planning, editing, designing, and typesetting are provided free by the MCD. However, the office originating the publication must pay any associated printing costs, binding, and other production services. For publications that an external printer must print, we must have your purchase order (PO) number before the publication can be delivered to the printer. The office requesting print production is responsible for funding their respective print fees and securing the PO. from the Fiscal Office.

**Copy:** The office or department requesting a printed piece is responsible for providing an original draft of the content. The MCD will review and edit the draft copy in compliance with style and policy guidelines. You may also bring in a rough outline and the MCD will produce the copy for your review. However, requesting full copywriting service requires an additional week of lead time to submit your request. Please proofread the copy carefully, as major changes made after the publication is in production are costly and cause delays. Any mistakes that need correcting or changes after the print production that will require a reprint is at the expense of the requesting department.

## Publication Procedures (cont.)

**Approval:** Final approval of information rests with the department or office initiating the request. All requests must be approved by the respective department Directors, division chairs and, in some cases, the President or the Provost. The final layout and copy require the approval of the Director of Marketing or designee and the requesting department Director.

**Schedule:** Major institution publications have priority. As a rule, departmental publications are logged onto the production schedule on a first-come, first-served basis. Items already on the schedule have priority over rush jobs.

A minimum of eight weeks is required to effectively produce printed publications. Preference is 12 weeks from the desired distribution date.

**Point of Contact:** Kaye Rolland • krollan@XULA.edu • 504-520-5125

### **How to Request:**

Complete an online request form at [Marketing Help Desk Ticket](#) > **Press Releases & PSA Requests**

### **Final Approval:**

All requests must be approved by the respective department Directors/VPs. Final publications require the approval of the Director of Marketing and Communications or designee and the requesting department Director. Some publications may additionally require President, Vice President of External Relations, or Cabinet approval.

# publications procedures

*Written approval of institutional messaging lies solely with Assistant Vice President Ashley Irvin Hawkins and shall NOT be disseminated in any way prior to securing that approval.*

## **Production, Film and Video Policies**

X.U.L.A. understands the importance of the film industry to the local economy and the benefit it can provide to our students interested in a career in film and film production. However, film production on campus is permitted only if it does not interfere with normal university business and/or previously scheduled events. All filming must be approved at least three weeks in advance to limit disruption of the normal campus schedule and to approve scripts and concepts in advance of permitting to ensure proper use of the Xavier University of Louisiana brand identity.

Scheduled university events, regardless of size, take precedence over film shoots in determining location availability.

A Location Permit is required to film on campus. The Location Permit can be approved only when all of the appropriate procedures and requirements have been met. Use of any location can only be approved with the consent of the impacted university units or buildings and consideration of the impact on surrounding areas and activities.

### **PROCEDURES**

#### **Requests for Permits**

Requestors for a Location Permit must complete the appropriate application. This application and complete script (if applicable) shall be submitted to the Marketing and Communications Department. Upon receipt, the completed application and script will be forwarded to a core committee that will include a representation of affected units or buildings for review and project approval.

# Production, Film and Video Policies

## **Production, Film and Video Policies (cont.)**

### **Fees & Costs**

Location fees, brand/likeness management, trademark licensing and operational costs will be charged based on several variables. The length of the shoot, locations involved, and types of X.U.L.A. services needed are all considered in determining the total operational costs. Other forms of media may be subject to this fee and will be handled on a case-by-case basis. These will be billed at actual cost.

### **Alterations to Premises**

Production companies may not make any alterations to the university's premises (either temporary or permanent), including trimming, cutting or removing natural features such as trees and shrubs, without the express written approval of the university. Production companies will leave the university's premises and all property of any kind located therein in as good order and condition as they were immediately before production. Production companies will be responsible for paying for any expenses to restore the university's premises to its original condition.

### **University Identification and Appropriate Use of Campus Images**

No identification of X.U.L.A. as a location is permitted, except in rare instances and only when the specific use is submitted for prior approval by the Marketing and Communications Department. The request will only be approved when it is deemed to be in the university's best interests.

Identification includes but is not limited to trademarks, icons, recognizable university landmarks, and the use of merchandise containing trademarked images/logos (i.e., flags, apparel, posters, miscellaneous items containing logos, etc.). Identification also includes verbal references on film.

## Production, Film and Video Policies (cont.)

### Filming and Athletics

Under no circumstances is the production company to film or use any information images/ names/biographical information pertaining to any current university intercollegiate athlete for any purpose. Appearing in a commercial production that identifies them as university intercollegiate athletes may jeopardize their NAIA eligibility.

### Cancellation

If written notice of cancellation for an approved location permit is received before the production begins, then the production is liable for any actual costs incurred by the university as of the receipt of the cancellation notice. The university shall have the right of cancellation if the Agreement holder is deemed insolvent or, in the university's sole opinion, shall fail to perform any material term in the Agreement after having received written notice from the university to do so. If, for any reason, X.U.L.A. determines any aspect of the production is not in the best interest of Xavier University of Louisiana, or that it is defamatory in any way, an Agreement may be terminated.

### Exceptions to Policy

Student projects do not require a permit. Incidental filming includes uses such as filming for non-commercial or internal use, class projects, or personal use. This filming requires no special services and does not in any way disrupt the normal functioning of the university. This filming cannot be used for commercial purposes after the fact without written permission from Xavier University of Louisiana.

**Points of Contact:** Mark Veals Jr. • mveals@XULA.edu • 504-520-5670  
Ashley Irvin Hawkins • airvin1@XULA.edu • 504-520-5424



## **Production, Film and Video Policies (cont.)**

### **Brand-Compliant Videos**

- Xavier has a fan base inclusive of alumni, students, family, and friends. As a result, there is a tremendous amount of Xavierite-generated video content on the internet.
- When you create video content for your unit, the following components must be included for university approval:
  - All official and brand-compliant X.U.L.A. videos must be accessible with the inclusion of either closed captioning or by providing a written transcript of the audio. This includes videos posted on social media and YouTube. Most social media platforms provide automatic captioning, but it is important to manually check the accuracy of these captions after your video is posted.
- Media is welcome to embed Xavier videos and audio from our account, but as a general rule, Xavier University of Louisiana does not grant permission to alter or edit university footage.
- The MCD governs the design, content, approval, and production of “reputation-defining” university communications that reflect, support, or promote the mission and vision of X.U.L.A. as a whole or with regard to specific departmental programs.
- This policy exists to preserve, protect, and enhance X.U.L.A.’s image by presenting the university in a clear, unified, consistent, and memorable manner.
- The university requires us to review and approve all contracts with vendors for video, radio, and multimedia productions. If the project is approved, the unit must supply a rough edit to us to approve at the end of the production process.

## **Production, Film and Video Policies (cont.)**

- Submit the video to **xula1925@XULA.edu**.
- Submit video via YouTube (as an “unlisted” video) or another private video viewing platform (Vimeo, etc.). Allow up to three to five business days for approval. If edits are necessary, please resubmit your video for final approval once the changes have been made.

### **TIPS FOR SHOOTING ON YOUR PHONE**

#### **Turn your phone SIDEWAYS.**

- If filming with your phone, film horizontally and not vertically to achieve the most natural-looking and cinematic footage. The exception is if the platform where you are posting your footage is mainly vertical and thus should shoot vertically (Snapchat, Instagram stories, etc.).

#### **Keep it stable**

- Use both hands to film with your phone.
- Lock your elbows into your body. Your body will then act as a tripod, and you will have much more stabilization in your shot.
- If you want the shot to have motion, with locked elbows, move your entire upper body with the camera while keeping your feet locked to the ground.

#### **Use the Rule of Thirds**

- Divide your image up into nine equal parts, like a grid (most phones and cameras have a grid feature you can turn on). The theory is that if you place points of interest in the intersections, or along the lines, your photo becomes more balanced and will enable a viewer of the image to interact with it more naturally, rather than a center-framed shot.

#### **Work with the light**

- When filming something outdoors, try to find a position where the sun evenly lights the scene you want to capture. If some parts of the shot look too bright or too dark, change your position or angle to achieve the shot you want where everything is well lit.

## **Production, Film and Video Policies (cont.)**

### **Have a variety of shots**

- A video made up of many shorter clips often makes a more interesting watch. You can highlight smaller details, not just the overall scene.
- Think about what other shots you can get to complement your main shot. It can be as simple as shooting your subject both from close up and farther away, or getting someone to repeat an action so you can capture it from a variety of angles.

### **Manually set exposure and focus**

- Press and hold an area of the screen to activate the AE/AF Lock function.
- With a smartphone, the AE (Auto Exposure) Lock is the most important because you don't want to keep changing the exposure while you're filming.

### **Check your audio**

- Move close to your subject to avoid picking up ambient noise (wind, cars, etc.) as much as possible.
- Most modern phones have onboard audio recording capabilities, so hold your phone delicately so you do not cover up any mic spots on the device. However, using a dedicated mic will produce better audio quality.
- If using your phone to film, turn to airplane mode to avoid notifications tones while recording.

## Production, Film and Video Policies (cont.)

### Lower Thirds

The captions used to identify people, locations, or otherwise provide context on-screen are called the lower thirds. This is another opportunity to brand official X.U.L.A. video content. The following typographic standards should be applied to your video's lower thirds.

Xavier's lower thirds are typically two-tiered but can be three-tiered. This means that there are two to three levels possible, with each level having a specific typographic style.

- The first tier should consist of only one line of text. In most cases, the first-tier is a person's name. Use Montserrat Semibold with a font size of 57.
- The second tier can be multiple lines of text, but more than two would be unusual. This tier is used to explain the first tier and is usually a title, department, or some other identifier for the person or featured subject matter.
- Use Montserrat Regular at a font size of 37, or roughly half the size of the first tier text.
- For small amounts of copy, use all capital letters. If your second tier consists of multiple lines of text, you should use uppercase and lowercase letters for better legibility.
- Consider the length of time your information will be on screen when composing second and third-tier information. Ensure it's not more information than the average person can read in the allotted time.
- Lower thirds may be located in any corner of the title-safe area. Despite the name, they are not restricted to the lower portion of the screen.

**Point of Contact:** Mark Veals Jr. • [mveals@XULA.edu](mailto:mveals@XULA.edu) • 504-520-5670

## Drone Policy

As unmanned aircraft systems (“UAS” or “drones”) become more and more popular and affordable, Xavier University of Louisiana makes provision for UAS to operate on campus both for the benefit of the university and for student and employee recreation. This policy is designed to make sure anyone who flies a UAS on campus or at off-campus events follows FAA rules and operates in a way that ensures the safety of everyone at Xavier.

- Drone operators (“Operators”) must register the drone with the campus safety office and sign a damage waiver before operating any drone on campus. Drone operators are responsible for any damage caused by operation of the drone. Operators must complete the registration and waiver form and submit it to campus safety.
- Operators must follow all applicable FAA rules when flying a drone on campus.
- The Operator of any drone operated on campus for commercial purposes (e.g., paid for flying a drone) must be licensed by the FAA and provide an insurance certificate acceptable to Xavier.
- Operators may not use a drone to look through building windows or harass anyone.

### UAS flight requirements

All Operators of unmanned aircraft systems must follow all Federal Aviation Administration (FAA), and all other federal, state, and local government laws and regulations, and Xavier University of Louisiana policies when operating on campus or at off-campus college events—including the following:

- The Operator must maintain visual contact with the UAS at all times (first-person camera view does not meet this requirement).
- The UAS may only be flown during daylight hours.
- The UAS must maintain a minimum altitude of 15 feet above ground level when flying over people.
- The UAS may not exceed a ground speed of 50 mph or an altitude of 300 feet above ground level.

## Drone Policy (cont.)

- Privately operated UAS must yield the right-of-way to Xavier University of Louisiana aircrafts.
- If manned aircraft(s) are operating in the area (such as a medical helicopter), all UAS shall land immediately.
- The UAS may not be operated in a careless or reckless manner.
- The Operator may not operate the UAS if they have any physical or mental condition that would interfere with safe operation.
- The UAS may not be controlled from a moving vehicle.
- Any UAS weighing more than 0.55 lbs. may not be flown inside buildings except for classroom instructional purposes, with prior written approval of the instructor.
- No UAS may be used to monitor or record areas where there is a reasonable expectation of privacy in accordance with the law and accepted social norms.
  - These areas include but are not limited to restrooms, locker rooms, individual residential rooms, changing or dressing rooms, and health treatment rooms.
- The UAS may not be used to monitor or record sensitive institutional or personal information which may be found, for example, on an individual's workspaces, on a computer or on other electronic displays.
- The UAS may not be used in a way that could reasonably be considered harassment (such as "buzzing" a person).

### Aircraft requirements

All UAS operating on the Xavier University of Louisiana campus or at college events must meet the following requirements:

- Weigh less than 4 lbs. (unless authorized in writing by campus safety).
- Be registered with the FAA and marked according to FAA regulations.
- Be maintained in good working condition.
- Be inspected by the Operator before each flight to ensure safe operation, including:
  - Guidance and GPS systems.
  - Operating lights.
  - The radio connection between the control station and UAS.
  - Sufficient battery charge.
  - All physical parts (propellers, etc.).

## Drone Policy (cont.)

### Privately or commercially owned UAS

1. All privately or commercially owned UAS must be registered with the X.U.L.A. Marketing and Communications Department.
  - All UAS owners planning to fly for hobby, recreational or educational use must sign a waiver in a form provided by Xavier and submit the form to campus safety, taking responsibility for all damages and injuries caused by their UAS.
  - Prior to operation of the UAS for commercial purposes, the Operator must submit to Xavier a certificate of insurance as proof of liability and property damage coverage with minimum coverage limits of \$1,000,000.00 per occurrence and \$2,000,000.00 aggregate, listing Xavier University of Louisiana as an additional insured, not merely as certificate holder.
  - All Operators must acknowledge the following: I (the Operator) understand that flying a UAS is an inherently dangerous activity, and I knowingly and voluntarily assume all risks involved with operating the UAS on Xavier's campus and at college-sponsored events. I will defend, hold harmless and indemnify Xavier University of Louisiana from and against any and all claims, causes of action, injuries, litigation, damages, costs, and expenses, including but not limited to physical, emotional and property damage claims and invasions of privacy claims, and including any attorneys' fees and court costs. I further agree to hold harmless and indemnify Xavier University of Louisiana from and against any and all damages to any UAS or any related equipment owned by me.
2. Privately-owned UAS used for hobby or recreational purposes that are exempt from licensure per FAA regulations need not be licensed; however, Operators must still register their UAS with Xavier and abide by this policy.
3. If the UAS will be recording photographs or video, the Operator must obtain a photo and video location release from the Xavier University of Louisiana Marketing and Communications Department. Any photographs, video, and/or other media obtained or recorded by any UAS on campus and/or at any event sponsored by Xavier shall be and remain the exclusive property of Xavier University of Louisiana.
4. Xavier will not repair or replace privately-owned UAS or related equipment damaged while being used for educational purposes.

**Point of Contact:** Mark Veals, Jr. • mveals@XULA.edu • 504-520-5670

## Social Media Policy

### I. Social Media Channels

Xavier University of Louisiana (@XULA1925) is the only official, proprietary source of X.U.L.A. information and operates on four major social media channels: Facebook, Twitter, Instagram, and YouTube. All of these platforms are used for marketing purposes, including curated and promotional/recruitment content and customer experience (students, potential students, stakeholders, donors and alumni), including questions, commendations, and feedback. Despite general marketing and communication purposes, each channel has specific tasks with regard to messaging, outreach, and communication with customers.



**Facebook** is utilized for curated and promotional content, news, public service announcements, event reminders, and Social Media Marketing (SMM) campaigns. As the channel with the most followers and customer engagement, Facebook serves as an important link between the MCD teams and development/enrollment.



**Twitter** is utilized for short curated or promotional content, public service announcements, event reminders, and emergency alerts. Since the platform only allows messages of 280 characters, Twitter is essential in disseminating emergency alerts and pressing information, as well as connecting to prominent social media influencers who extend the reach of the Xavier brand.



**Instagram** is utilized to tell @XULA1925's story through interesting and significant images. This channel has a strong brand reach and student/stakeholder engagement.



**YouTube** is utilized for posting videos that feature Xavier University from internal or local sources.



**LinkedIn** is utilized to showcase news, public service announcements, and other high-level content suited for a professional audience.



**TikTok** is utilized for short curated or promotional content and for connecting to prominent social media influencers who extend the reach of the Xavier brand.

# Social Media Policy



## Social Media Policy (cont.)

### II. Social Media Posts and Comments

At all times, all employees, students or representatives who can be identified as having any association with Xavier must be conscious of upholding the image, mission and brand of Xavier when posting content, opinions or commentary on social media. All posts referencing Xavier must reflect the curriculum or department's events and accolades only. Employees and students who use social media must do so responsibly, in compliance with all legal and X.U.L.A. institutional policies. Any employees may freely disclose their affiliation with the Xavier University of Louisiana, granted that disclaimers are set freeing Xavier University of Louisiana from any intellectual investment in the post.

1. Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated.
2. Employees are not allowed to disclose information that is financial, operational and/or legal in nature, as well as any information that pertains to students, administration or any Xavier-affiliated constituents and stakeholders.
3. Content pertaining to sensitive company information (particularly those found within Xavier University of Louisiana internal networks) should not be shared to the outside online community. Divulging information or spreading propaganda regarding matters such as the university's design plans, internal operations and legal matters are prohibited.
4. Proper copyright and reference laws should be observed by employees when posting online.
5. Xavier University of Louisiana reserves the right to require amendment or deletion of any misleading or inaccurate content depicted in social media posts or any social media posts violating the code of conduct.

## Social Media Policy (cont.)

**Under no circumstances** should social media posts or commentary contain political criticisms, political agendas, taunts to media or other community and political stakeholders/ counterparts, vulgar images or language, or any content unrelated to the positive promotion of Xavier and its academic initiatives.

**Under no circumstances** should any internal Xavier information or initiatives be released to any external source, including digital media sources, prior to approval from the department superior. This includes any commentary on media articles or media sources that suggests or insinuates a non-neutral stance on topics that can in any way be attributed to Xavier.

**Under no circumstances** should any pages or accounts be started on behalf of Xavier University or any X.U.L.A. department or organization without prior approval from the VP or division chair as well as the MCD. Sanctioned X.U.L.A. social media accounts must use an official XULA.edu group email; no personal accounts may be used.

- Any sanctioned X.U.L.A. social media accounts must have an assigned university employee appointed to manage and monitor the content, observing all copyright, fair use laws and MCD policies.
- All logins and passwords to any social media page that speaks on behalf or represents X.U.L.A. in any way must be released to the MCD.
- The MCD reserves the right to deactivate any university-related social media pages that misrepresent X.U.L.A.; release inaccurate, misleading or confidential information unauthorized by the Marketing and Communications Department; are not effectively messaging stakeholders on behalf of X.U.L.A.; or fail to comply with/ violate any university policies.

## Social Media Policy (cont.)

### III. Social Media Posting and Creative Request Workflow Procedures

The MCD team focuses on messaging, planning, research, brand cultivation, and statistical analysis regarding Key Performance Indicators (KPIs) and campaign goals. Feedback, including research and coordination with other departments to offer optimal promotion or responses, is curated directly with Account Managers for each department. Xavier's administrative and academic departments must work with the MCD to ensure that appropriate language and context are conveyed in posts, comments, and responses.

A digital audit of the Xavier brand online and in digital media indicates the need to consolidate and reduce the number of Xavier accounts to prevent "clutter" of the digital space and ensure accurate and approved information is released as associated with the X.U.L.A. brand. A member of the MCD staff will be contacting Social Media account managers to assess the continuation of SOME accounts based on the survey results. Any account using an official mark, image, wordmark or the university's name must receive prior authorization to avoid trademark infringement and safeguard the institution's brand.

The MCD team structures social media marketing strategies around short-term scheduling and long-term advertising campaigns. For short-term scheduling, the Digital Marketing Coordinator creates an editorial calendar with planned posts for the month across all channels. Information about major department initiatives must be developed and submitted to the respective Account Manager at least six weeks in advance so that it may be included in the university editorial calendar.

**Note:** Social media platforms such as Facebook, Instagram, Twitter, Snapchat, and others are for communicating messages valuable in positioning our brand to the external community and should not be used to share internal information. Apps and platforms developed and managed by ITC, such as the portal, XULAGO, and Bannerweb are useful for these internal messages.

## Social Media Policy (cont.)

1. MCD Account Managers will meet with Xavier designated department's representative/ chair to receive all information and materials.
2. At least two months prior, departments will provide a completed template of their upcoming activities and posts that need promotion to the MCD, who will then assist the department with preparing their content for publishing.
  - a. Copy and content are adjusted/formatted to meet X.U.L.A. branding standards.
  - b. Optimal posting days and times are determined by the MCD, with consideration to the audience, content or campaign goal, social network, and other posts or campaigns scheduled.

### **Final approval comes from the MCD**

- All social media channels created and used for official X.U.L.A. communications must be approved by the MCD. Failure to obtain approval could result in that account being terminated if it does not adhere to or meet the university's standards and/or the guidelines outlined in the MCD policy or this social media policy.

### **Use of the X.U.L.A. seal as a profile photo**

- Use of the Xavier seal is not permissible as a profile photo or on a blog unless express written permission is granted by the Marketing & Communications Department, and neither is the use of a school or unit seal (or logo) without the express written permission of the school or unit to which the initiative/office/department reports.

### **Examples of situations where using social media can create unintended harm to X.U.L.A. or a member of the Xavier community, or may violate laws, regulations or Xavier policies:**

- **HIPAA/FERPA violation:** You are a staff assistant in University Health Services. You use your cell phone camera to take a picture of some colleagues in your workspace and post the picture to the department's Facebook page. However, the picture contains the image of a student receiving medical services in the background, and some confidential medical documents are legible on your desk area. In this situation, you should have taken steps in advance to prevent the exposure of confidential medical or student information.

## Social Media Policy (cont.)

- **Activist Groups:** You “retweet” a Twitter message posted by an activist group using your department’s official Twitter account. However, the tweet contains a link to an outside website that disparages university leadership. In this situation, you should have taken advance steps to ensure that the material you posted to authorized social media accounts
  - at the university did not contain material that reflects negatively on the university or members of the university community.

### Social Media in Crisis Situations

- During a crisis situation, social media can be an effective means of communication. To ensure correct and unified messaging, accounts are encouraged to share official, unaltered MCD messages. In the event of internet connectivity issues, contact the MCD at 504-520-5214 or xula1925@XULA.edu for assistance in updating social media.
- During an emergency, social media account managers should continuously monitor social media accounts for misinformation or questions, as it is critical to answer or dispel false rumors quickly. If you cannot handle a question or are unsure of messaging, contact the MCD.
- During any type of crisis, emergency, or tragic event that impacts the university, campus units should refrain from making normal posts and should consider whether the current situation warrants a more somber style of posting. Any previously scheduled posts should be reviewed and reconsidered. Our team can provide guidance if a social media account manager is unsure of how to proceed. We may also use the social media directory list to reach out with guidance.

### Cross Promotion

- We maintain social media channels representing the entire university. The channels are managed with the intent of promoting Xavier’s mission, services, programs, and academic offerings. We often utilize content specific to a college, department, or auxiliary in these endeavors.

## Social Media Policy (cont.)

### Media Relations

- Social media account managers must be cognizant of the fact that members of the media often monitor social media channels. Consultation with our team is not a requirement to publish content within social media channels, but if the content specifically targets media outlets, communicators should consult us prior to publication.

### Digital Millennium Copyright Act (DMCA)

- To avoid violating the DMCA, you should not use content obtained from the internet unless the copyright holder gives permission or if the application of the content falls under Fair Use exceptions. (<http://copyright.gov/legislation/dmca.pdf>)

### Fair Use

- Acknowledging the source of the copyrighted material does not substitute for obtaining permission. Social media account managers should strive to obtain permission when using copyrighted content. If permissions are not obtainable or cannot be obtained in a timely fashion, proper consideration should be given to the Fair Use doctrine. If any uses defined by the doctrine cannot be clearly identified, the content should not be used. (<https://www.copyright.gov/fair-use/index.html>)
    - c. The MCD schedules, adjusts and communicates changes to posts.**
    - d. The MCD reviews the schedule and analytics for continual improvements and adjustments.**
3. When a request is completed, a calendar of scheduled social media posts is shared with the respective department.
  4. Support after the promotions is provided to ensure that all call-to-actions and hashtags achieve desired results. Ongoing planning and communication of upcoming initiatives are also discussed.

## Social Media Policy (cont.)

**Point of Contact:** Mark Veals Jr. • mveals@XULA.edu • 504-520-5670  
Kendrall Martin • kmarti34@XULA.edu • 504-520-5166

**How to Request:**

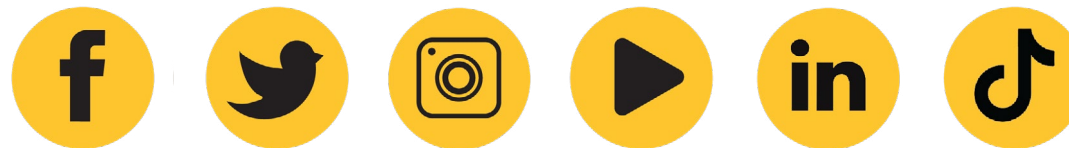
Complete an online request form at [help.XULA.edu](http://help.XULA.edu) > Marketing & Communications

**Post Request:**

- Submit post request form – include graphic/caption/desired post date/desired platform
- Must follow XULA branding guidelines
- Disclaimer: Post must be directly related to XULA or benefit the students, MCD has final say on if a requested post is posted to institutional social media channels or not. Actual post day may vary based on the internal posting schedule, all post requests are subject to approval and some may not be approved.

**Approval:**

All requests must be approved by the respective department Directors/VPs. Final social media postings require the approval of the MCD.



*Written approval of institutional messaging lies solely with Assistant Vice President Ashley Irvin Hawkins and shall NOT be disseminated in any way prior to securing that approval.*

## Digital Promotions & Campaigns Workflow

1. MCD Account Managers will meet with Xavier designated department's representative/ chair to receive all information and materials.
2. At least two months prior, Departments will provide a completed template of their upcoming activities and posts that need promotion to the MCD, who will then assist the department with preparing their content for publishing
  - a. Copy and content are adjusted/formatted to meet X.U.L.A. branding standards
  - b. Optimal posting days and times are determined by the MCD, with consideration to the audience, content or campaign goal, social network, and other posts or campaigns scheduled
  - c. Marketing schedules, adjusts and communicates changes to posts
  - d. Reviews schedule and analytics for continual improvements and adjustments
3. When a request is completed, a calendar of scheduled social media posts is shared with the respective department.
4. Support after the promotions is provided to ensure that all call-to-actions and hashtags achieve desired results. Ongoing planning and communication of upcoming initiatives are also discussed.

**Points of Contact:** Mark Veals Jr. • mveals@XULA.edu • 504-520-5214  
Kendrell Martin • kmarti34@XULA.edu • 504-520-5166

### **How to Request:**

Complete online request form at [Marketing Help Desk Ticket](#) > **Social Media Campaign Request**

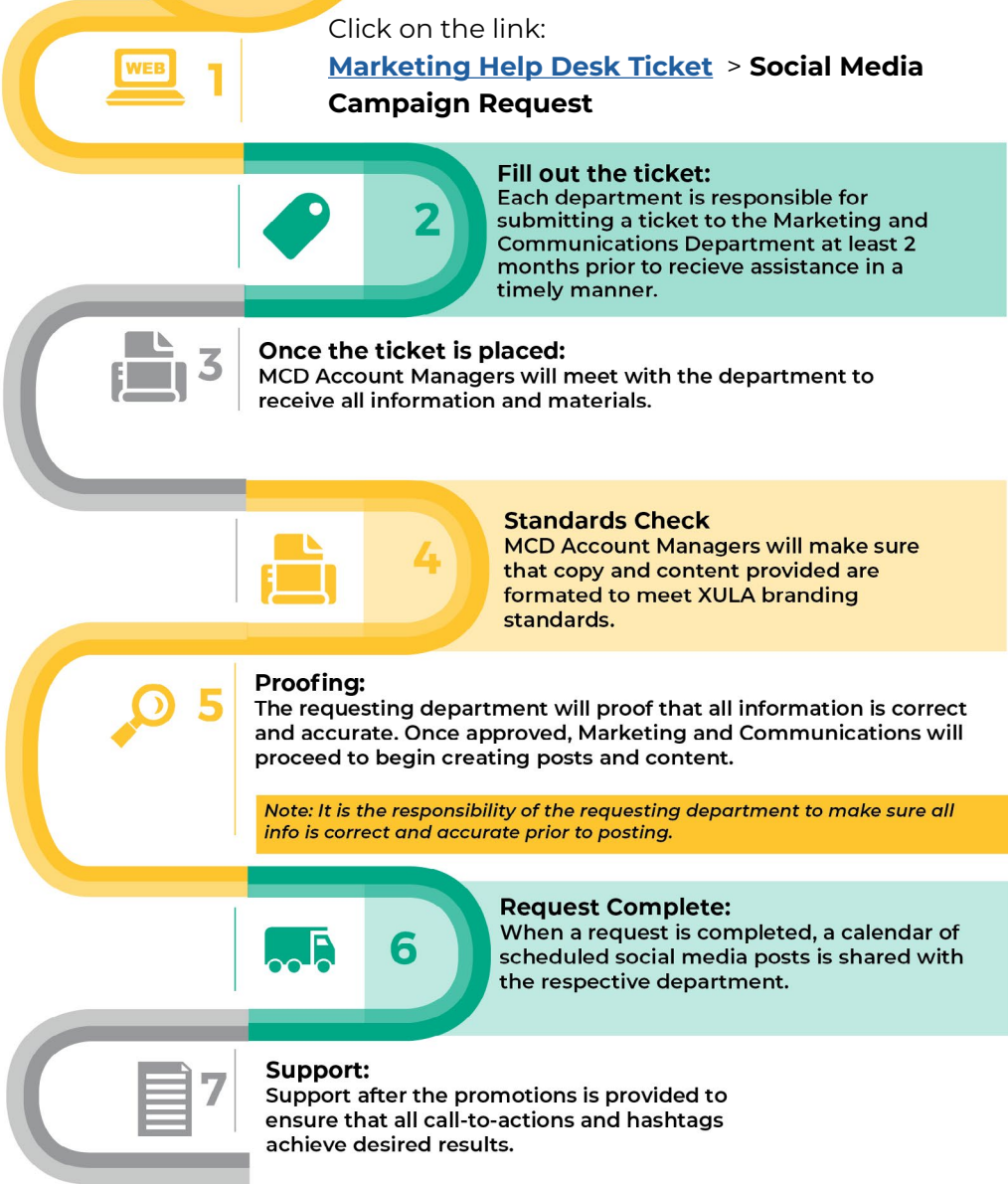
### **Approval:**

All requests must be approved by the respective department Directors/VPs. Final social media postings require the approval of the MCD.



# Digital Promotions & Campaigns Workflow (cont.)

## How To Request assistance with Social Media Campaigns



## Website Posting

The MCD is responsible for the quality of the face of the university website. We do not manage the technical back-office of the website. The goal of the posting policy is to establish consistency and accuracy, and to provide a positive identity for the institution online while establishing guidelines for posting information to the website. External Xavier brand consistency must be ensured by the MCD for third-party collaborations, including approved branding usage and marketing/data collection.

All web pages, web microsites and web content that are part of the X.U.L.A. network shall be housed within the university's CMS system and shall use designed templates and style sheets approved by the MCD. Housing all external website functions better eliminates expenses related to procuring websites outside the Xavier CMS system and allows for tracking website usage and data analytics. Furthermore, it protects all X.U.L.A. web pages under the university's web security software certificates.

To request any website changes, imagery or to publicize your event, submit a request through the online portal at [Marketing Help Desk Ticket](#) > **Website Update Request**. Please provide all information and final approved file(s) to the MCD.

For optimal posting capacity, information is required 8–10 business days prior to the requested posting date. The MCD cannot guarantee posting on the desired date if less than five business days are provided. We will not accept any posting requests that are not final electronic files.

All files for posting must be approved by submitting to the department's Director or Division Chair and, in some instances, the President or the Provost. It is the responsibility of the staff person requesting information for posting to secure that approval.

**Points of Contact:** Esa Asadullah • [eadadull@XULA.edu](mailto:eadadull@XULA.edu) • 504-520-7584

### **How to Request:**

Complete an online request form at [Marketing Help Desk Ticket](#) > **Website Update Request**

### **Approval:**

All requests must be approved by the respective department Directors/VPs. Final website postings require the approval of the MCD.

## External Website Creation Policy

### **Purpose:**

This policy aims to regulate the creation of external websites by employees, contractors, or any affiliated individuals of X.U.L.A. , ensuring compliance with security standards, brand consistency, and legal requirements.

### **Scope:**

This policy applies to all employees, contractors, interns, volunteers, and any other individuals representing X.U.L.A.

### **POLICY:**

#### **Authorization Requirement:**

Employees or individuals associated with X.U.L.A must obtain explicit authorization from the MCD before creating any external websites.

Authorization requests must include details such as the purpose of the website, intended audience, domain name, and proposed content. Some websites may be rejected due to conflict with SEO optimization with xula.edu internal webpages.

#### **Compliance:**

All external websites created under the authorization of X.U.L.A. must comply with relevant laws, regulations, and organizational policies, including but not limited to privacy, accessibility, copyright, branding, and SEO guidelines.

#### **Security Measures:**

External websites must adhere to security standards defined by X.U.L.A.'s OTA, including secure hosting, regular updates, encryption where necessary, and protection against common vulnerabilities.

#### **Brand Consistency:**

External websites representing X.U.L.A. must maintain brand consistency in design, messaging, and content. The use of logos, colors, and other branding elements must align with the organization's brand guidelines.

## External Website Creation Policy (cont.)

### **Responsibility:**

The creator of an external website is responsible for its maintenance, updates, and adherence to this policy throughout its lifespan.

Any issues, concerns, or security breaches related to an external website must be reported immediately to the MCD and OTA.

### **Approval:**

This policy is effective upon approval by the MCD and must be communicated to all employees and affiliated individuals. Any updates or revisions to this policy require approval from the MCD.

### **Review and Revision:**

This policy will be reviewed as needed to ensure its effectiveness and relevance. Revisions may be made in consultation with relevant stakeholders to address emerging issues or changes in organizational requirements.

This policy serves as a guideline to prevent the unauthorized creation of external websites by individuals associated with the organization while ensuring compliance, security, and brand consistency.

**Points of Contact:** Esa Asadullah • [eadadull@XULA.edu](mailto:eadadull@XULA.edu) • 504-520-7584

### **How to Request:**

Complete an online request form at [Marketing Help Desk Ticket](#) > **Website Update Request**

## Website Management Procedure

There are many stakeholders across the Xavier Campus/Community currently contributing to the over 1000+ website pages. To help effectively manage our workflow, please refer to this website management procedure.

### **Part 1: Website team members and their roles**

The X.U.L.A. Marketing and Communications team manages the university website. The web team members include:

#### **Points of contact:**

Kai Rhea - Responsible for the website's structure, content, integrity, and quality . Any major enhancements to the website need to be reviewed by the MCD.

Kai Rhea and Esa Asadullah - Responsible for content updates, videos, and graphics, as well as requests made by academic departments and administrative offices.

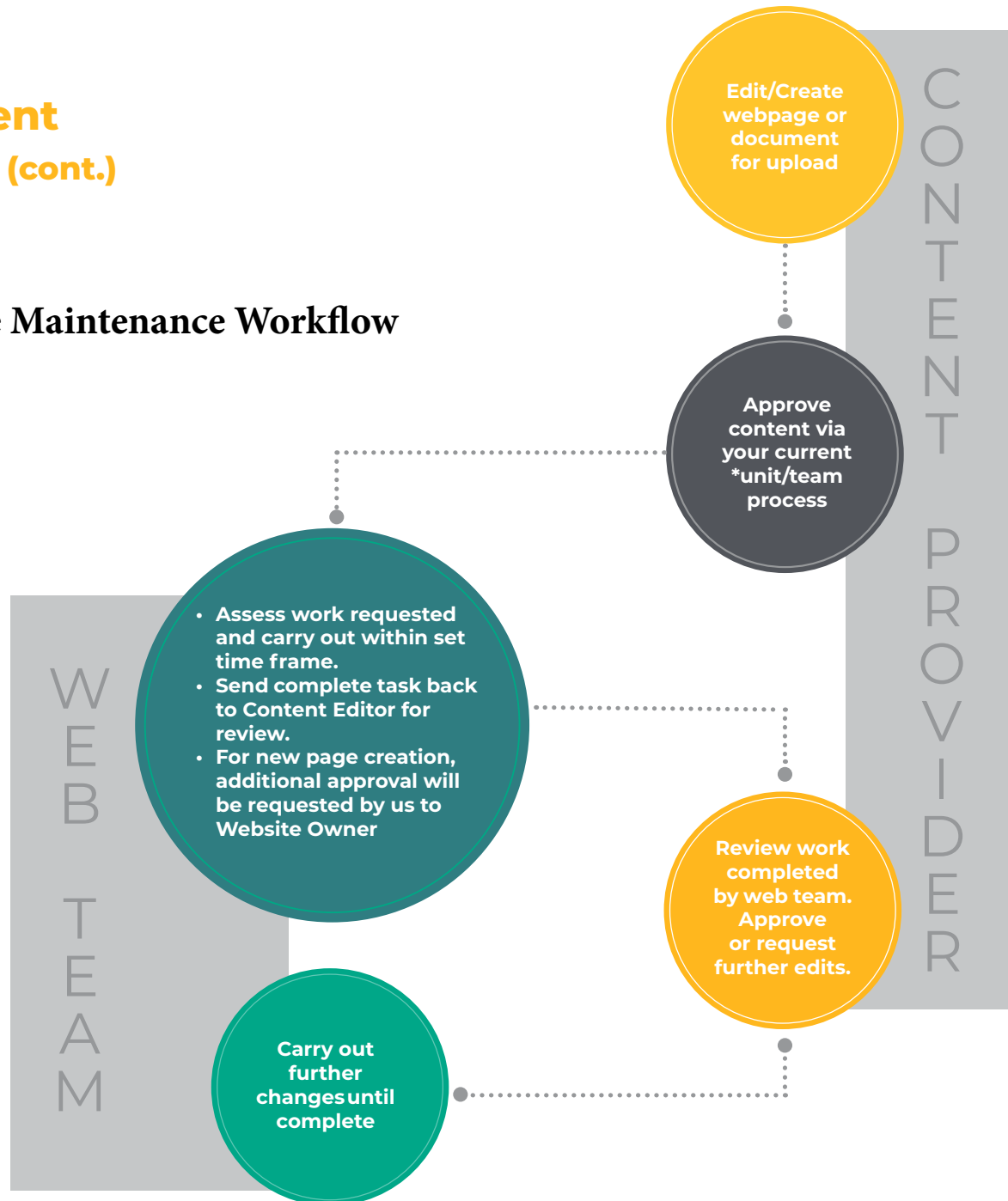
Regi Reyes - Responsible for news stories, events, announcements, and digital publications.

### **Part 2: Website Procedures**

- Before submitting content for a requested change, ensure that ALL submitted content and change requests have been reviewed and approved by the appropriate department head or team. Departments shall adhere to their internal processes for approving changes or content, which must be approved by Deans, Department Heads, Team Leaders, or other authorized persons.
- To request a web update, please submit a ticket via the university help desk at [Marketing Help Desk Ticket](#) > **Website Update Request**
- Additional approval from the department head is required for any new page creation.
- Submitted tickets will be added to the queue. Depending on workload, the website team has a usual turnaround time of 8-10 business days after ticket submission.
- It is the responsibility of each department, division, organization, etc., to inform the website team of any outdated information or of any content that needs to be archived.

# Website Management Procedure (cont.)

## Website Maintenance Workflow



## Website Management Procedure (cont.)

*\* Departments should follow their internal process in approving changes or content (approved by Deans, Department Heads, Team Leaders, or other authorized persons.)*

### **Part 3: Content changes and short versus long-term project**

When requesting changes or updates to the website, include as much information and directives as possible. This streamlines the process and increases accuracy.

Below are some common requests and some of the pertinent information that should be submitted with them at [help.XULA.edu](http://help.XULA.edu).

Update an existing webpage

- Replacing text: Designate the text that you wish to replace and provide the new text that will replace it.
- Inserting text: Provide the text that you would like to insert and the location on the page where it should be inserted.
- Replacing images: Share the image(s) you would like to replace, including its location on the page, and provide the new image(s).
- Inserting images: Provide the image(s) that you would like to insert and the location where you would like them to be inserted.

In addition to the above, provide any other relevant information, such as the specific webpage and section where the changes need to be made, the deadline for completion, and any other specific requirements or preferences that you may have.

Some updates may take longer to complete. After submitting a request via [Marketing Help Desk Ticket](#) > **Website Update Request**, the website team will inform you of an expected publication date based on workload and the types of changes needed.

## Website Management Procedure (cont.)

### Short-term web projects

Short-term projects include content overhauls. This means updates are needed to multiple bodies of text or images on a page, or one image/piece of information needs to be changed across multiple pages. See the steps outlined below for short-term web projects.

- **Submission Process:** All project submissions must be made at help.XULA.edu to the website team. Any projects submitted through other channels, such as email or physical mail, will not be considered. Before submitting content for a requested change, ensure that ALL submitted content and change requests have been reviewed and approved by the appropriate department head. Departments shall adhere to their internal processes for approving changes or content, which must be approved by Deans, Department Heads, Team Leaders, or other authorized persons.
- **Evaluation:** Upon receipt of your project submission, the website team will evaluate the project. The MCD team will assess the suitability, quality, and alignment of the project with Xavier's objectives. Some projects may require additional approval of the Vice President of External Relations, the President and/or the Board the Trustees.
- **Initial Review:** The MCD team will conduct an initial review to ensure it meets our criteria and guidelines. In case your project does not meet our criteria, you will receive constructive feedback outlining the reasons for the decision.
- **Initial Response:** You will receive a confirmation email acknowledging the receipt of your project. This email will also include an estimated timeline for the evaluation process. The website team or an account executive will reach out to the requestor with any changes that need to be made for the submission to meet Xavier guidelines. Provide all additional requested materials and information as soon as possible. Otherwise, the project may be delayed or moved down in the queue to complete other projects. Note- the expected publication date may need to be adjusted based on workflow and institutional priorities.
- **Update progression:** The Website team will complete the project based on the materials they have received. The MCD team will review the changes internally to ensure that all guidelines are followed



## Website Management Procedure (cont.)

- **Feedback:** You will be sent a link to review the updates. If you have any questions, feedback, or changes, inform the website team as soon as possible.
- **Approval:** If approved, your project will be scheduled for release on the Xavier website within the next 15 business days.
- **Additional Project Updates:** If any updates or modifications are required before publication, inform the website team as soon as possible.

### New Webpage Checklist

Usually, new webpages are classified as short-term projects. All new webpages are subject to approval by the MCD and the relevant department head/VP. Some pages may require additional approval of the Vice President of External Relations, the President and/or the Board the Trustees. All submitted information should have been reviewed and approved by the relevant department head/VP. When submitting a ticket for a new webpage via help.XULA.edu, include the below information:

- **Page title:** The page title should be clear, concise, and relevant to the page's content.
- **Preferred completion date:** This allows the website team to effectively prioritize and streamline workflow.
- **Preferred location within the Xavier website:** Consider how users can find the page. The page should be placed in a location that is easy for users to find. What department/division does the new page fall under?
- **Content of page:** The content of the page should be well-written and informative. It should be relevant to the target audience and provide value.
- **Links to any other webpages/documents/email addresses from page(s):** Include links to other relevant webpages, documents, or email addresses. This will help users to find more information about the topic.
- **Any images or documents to be uploaded to page(s):** Include any relevant images and documents. Images are great for grabbing attention, and infographics can help people understand information. Images should be high-quality and relevant to the

## Website Management Procedure (cont.)

purpose of the page. All graphics, including infographics, must follow Xavier branding guidelines. To request a branded graphic or infographic from the MCD graphics team, visit [Marketing Help Desk Ticket](#) > **Graphic Design Request**

- **Deletion date (if applicable):** Some pages may only need to be visible temporarily. If the page is only temporary, include the expected deletion date. This will allow visitors to know when the page may not be available anymore and where they can be redirected. If the deletion date changes, notify the website team immediately.

### Long-term web projects

Some projects may be evaluated as being long-term. Long-term projects, defined as those requiring substantial time and resources, typically take 30 days from the date of submission to complete. This timeline allows the web team to ensure accuracy and efficient execution.

Follow the submission steps outline above. Include all necessary assets, content, specifications, and any other additional materials requested by our website team.

- If designated a long-term project, the website team may reach out to you and set up an internal consultation to better gauge the timeline of the project and go over any missing materials.
- The web team may provide recommendations as topic experts on various aspects of the request, including the location on the website, content, application/use of the information, and more.
- Provide all requested materials and information within 7 business days. If a project has been moved to a low-priority status due to delayed information submission, it will be queued behind other projects that have adhered to the timeline requirements and publication may be delayed. The web team will make reasonable efforts to accommodate the project within the revised timeline, but it may experience additional delays based on workflow and institutional priorities.
- Throughout the project timeline, the web team and/or an account executive will maintain communication with the project owner to provide updates, reminders, and any necessary clarifications regarding the information required.

## Graphic Design

If you have a Xavier event that is open to the public and will be disseminated externally on public mediums such as the website or on social media, graphic design of a promotional flyer or banner and other such collaterals to promote that event may be requested from the MCD. In some cases, a templated design may be provided to the requestor to populate and print using the requesting department's budget code.

Events that are for use in internal communications cannot be guaranteed for graphic design of collaterals by the Marketing and Communications Department due to scheduling conflicts. In this case, a templated design may be provided to the requestor to populate and print using the requesting department's budget code.

Requests for university-branded graphic design must be submitted through the ticket system at [Marketing Help Desk Ticket](#) > **Graphic Design Request**

at least three weeks prior to your department's event. All details, including who, when, where, intended purpose of the graphics request, and what essential graphic components or logos must be provided. If the request is approved, the graphics will be designed to follow all university branding guidelines as determined and approved by the Marketing and Communications Department. A proof of the collateral graphic will be provided to the requestor, from which all edits must be noted by all requestor stakeholders and signed off on by the requesting division chair or VP before edits are submitted back to the MCD. Once the approved edits are made, the graphics will be shared with the requestor electronically via email or OneDrive. Any collateral printing orders are the responsibility of the requesting person or department. **There is an 8-10 business day turnaround time for all graphic design requests.**

The Marketing and Communications Department also created file folders for each office, department and division that include the department's transparent logo file, a branded PowerPoint presentation template, an electronic Letterhead, and a mock of office/department

table cover.

## Graphic Design (cont.)

### Procedures for submitting graphic design requests

The Office of Marketing and Communications is ready to assist with getting your materials produced and provide you with the necessary resources needed to execute your design efforts.

### Canva Templates

All departments/offices have access to pre-branded graphic design templates that include different flyers, presentations, social media graphics, etc., through Canva. Each Canva account should be created using a Xavier University email address. Each department will share an account so it is asked that a general password be created that can be shared with other office/department members. Please contact the Marketing and Communications office for access.

### Brand Management

Our brand identity serves as a recognizable visual identity for our various audiences. Developing communications that comply with the Xavier University brand identity is vital to these efforts.

### The Xavier Seal

No internal or external individual or entity is authorized to use the seal in any way without prior authorization from the Marketing and Communications Department.

### Proofreading

Both the requesting department and our office share responsibility for proofreading. Please read over your proof carefully to avoid any errors (spelling, wrong contact information, etc) on all print items. Final checking is always the responsibility of the requesting department. Proofs are exchanged after every major alteration. Prior to printing, a final proof will be provided and your document/graphic must be **final approved** before dissemination.

## Graphic Design (cont.)

### **Approval**

All requests must be approved by the respective department Directors/VPs. Final graphics require the approval of the Brand Manager and Marketing Director as well as the requesting department Director prior to dissemination or printing.

### **Priority Jobs**

Depending on the scope of the project, the production time needed to complete your project will be determined by its priority level and complexity, as well as the current workload. So, we need any request at least three weeks in advance of the date on which you need the finished piece to ensure that we can meet your design and printing needs. **NO EXCEPTIONS.**

Our office is available to review your request and discuss a reasonable time frame.

### **Outsourcing graphic design projects**

The Marketing and Communications Department recommends that large-scale publications books/booklets be outsourced to an outside vendor. The vendor will design and print the material within a suitable time frame for the client. The final proof will be sent to Marketing and Communications for branding approval.

### **Invoicing and Purchase Orders**

A PO **MUST** be created and submitted to the printer before printing is completed. Please follow the proper protocol for submitting POs to vendors. Once a printer has completed your job, you will be invoiced for the total amount. All invoices will be submitted to the Accounts Payable department.

**Points of Contact:** Kaye Rolland • [klrollan@XULA.edu](mailto:klrollan@XULA.edu) • 504-520-5125  
Ashley Marshall • [amarsh19@XULA.edu](mailto:amarsh19@XULA.edu) • 504-520-5560

## How to use the ticket desk for Graphic Design

- 1 Go to the [Marketing Help Desk Ticket](#) > **Graphic Design Request**
- 2 **Fill out the ticket:**  
Be sure to attach any photos and include any information you want to see on the graphic.
- 3 The ticket request is forwarded to the Marcom graphics team.
- 4 The Marcom team will complete the request in the order in which it is received. There is an **8-10 business day** turnaround time for all graphic design requests.

## Approved Vendors

**The following vendors are approved for Xavier University.**

### **DACO LLC**

Contact: Learnard Dickerson

1-800-683-3913 (Office) • 662-352-4599 (Cell) • 662-368-1378 (Fax)

[www.dacollc.com](http://www.dacollc.com)

### **Printers Wholesale Group**

Contact: Donna Triay

3801 N. Causeway Blvd. • Suite 203 • Metairie, LA 70002

(504) 885-1622 • (504) 885-1022 (Fax)

Web Page -[www.printerswholesalegroup.com](http://www.printerswholesalegroup.com)

### **Mele Printing**

Contact: Dennis J. Linehan, Jr.

Corporate Sales Executive

619 N. Tyler Street | Covington, LA 70433

email: [DennisL@meleprinting.com](mailto:DennisL@meleprinting.com) • Phone: 504-836-0444 | (Cell) 504-722-6633

The background is a vibrant yellow with a complex geometric pattern. It features a network of thin white lines connecting small white dots, creating a mesh-like structure. Overlaid on this are larger, semi-transparent yellow polygons of various shapes and sizes, some of which are slightly offset from each other, creating a layered, crystalline effect.

# **INTERNAL** COMMUNICATIONS



## Internal Communications Procedures

The Marketing and Communications Office is responsible for communicating with faculty, staff, and students via the weekly e-bulletin newsletter and the quarterly Xavier Update (XU) newsletter, both of which are distributed via email. Anyone wishing to submit articles for inclusion in either publication can do so by sending the information to Marketing and Communications staff.

The editorial staff has the right to edit, rewrite, and approve all submissions before publication and/or dissemination. Departments with stories to share but in need of help drafting an article may request so by contacting Marketing and Communications staff.

**Points of Contact:** Melissa Newell • mnewell@XULA.edu • 504-520-5425  
Paris Jackson • pjacks15@XULA.edu • 504-520-5839  
Amber Fountaine • afountai@XULA.edu • 504-520-5152  
Cierra Johnson • cjohns63@XULA.edu • 504-520-5345


### **How to Request:**

Complete an online request form at [Marketing Help Desk Ticket](#) > **Press Releases & PSA Requests** or submit a request to xula1925@XULA.edu

### **Approval:**

All requests must be approved by the respective department Directors/VPs. Final internal communications postings require the approval of the Director of Marketing and Communications or designee.

# Internal Communications

The background is a vibrant yellow with a complex geometric pattern. It features a network of thin white lines connecting small white dots, creating a mesh-like structure. The background is also composed of various shades of yellow and orange, forming a mosaic of irregular polygons. The overall effect is modern and technological.

# **PRESIDENTIAL** COMMUNICATIONS

## Presidential Communications Policies

The Marketing and Communications Office is responsible, in collaboration with the administrative staff of the Office of the President, to vet and confirm appearances of the President and his participation in events, forums and outreach activities. Requests for the President's participation should be submitted to his scheduling team/administrative staff with all event details (date, location, purpose, topic, and benefit to the institution). These will then be vetted through other Cabinet members as required. This process will allow the university to meet the priorities of the institution, manage the President's schedule for maximum benefit to the university, and appoint the correct member of the Cabinet, Dean, or other representative(s) to attend your event.

Requests will be evaluated based on institutional objectives, the annual priorities of the President, the Cabinet and Board of Trustees Office, and other considerations.

### **Event Representation:**

The President's Office have a list of university representatives authorized to represent Xavier at approved events. In some instances, the President may be unavailable or deem another administrator as the most appropriate representative. This could include the Provost, Dean, a member of the Cabinet or faculty/staff leadership as the approved representative of the university. A minimum of six weeks' notice is requested for event appearances.

### **Correspondence from the President:**

For correspondence from the President in support of area initiatives, the requesting department should submit the purpose, facts, and timeline of the dissemination. The requesting department should submit a draft of the correspondence to the Marketing and Communications Office for review and editing. The Assistant Vice President of Marketing and Communications will make final edits and submit for approval of presidential signature. Some letters may be deemed more appropriate for signature by members of the Cabinet or the leadership team. A minimum of four weeks' notice is requested for correspondence.

## Presidential Communications Policies (cont.)

### **Document Signatures:**

All documents for signature must be delivered to the President's suite and signed in for processing. Documents must be delivered to the President's office a minimum of 72 business hours prior to the requested date due back to the submitter to allow ample time for review and processing. Submitters will be contacted with any questions or edits and to pick up the signed document. Documents must be signed back out to maintain a log and provide document control.

### **For Office of the President Communications:**

**Points of Contact to request an appearance:** Ashley Irvin-Hawkins • 504-520-5424

**Points of Contact for correspondence:** Ashley Irvin-Hawkins • 504-520-5424

### **How to Request:**

Email [president@XULA.edu](mailto:president@XULA.edu) to request an appearance or correspondence.

### **Approval:**

All requests must be approved by the respective department Directors/VPs. Final representation and/or correspondence require the review of the Assistant Vice President of Marketing and Communications and the requesting department Director.

*Written approval of institutional messaging lies solely with Assistant Vice President Ashley Irvin Hawkins and shall NOT be disseminated in any way prior to securing that approval.*

The background is a vibrant yellow with a complex geometric pattern. It features a network of thin white lines connecting small white dots, creating a web-like structure. Overlaid on this are larger, semi-transparent yellow polygons of various shapes and sizes, some of which are slightly offset from each other, creating a layered, crystalline effect.

# **COMMUNITY** ENGAGEMENT

## Community Engagement Procedures

The Marketing and Communications Office takes a leadership role in developing strategies for defined agency-wide community engagement campaigns targeted at building advocacy in support of X.U.L.A., building community trust amongst stakeholders, and propagating the brand of Xavier. Common community engagement campaigns include alumni relations, admissions and recruitment, and stakeholder outreach. All departments are expected to share information for inclusion and to share their stakeholder contact lists for the creation of a master list to be used for distribution. The Marketing and Communications Office will promote all university-approved and finalized events via its available internal and external mediums. Please Allow 4-8 Weeks to develop and complete community engagement campaigns.

**Point of Contacts:** Ashley Irvin-Hawkins • 504-520-5424 • [airvin1@xula.edu](mailto:airvin1@xula.edu)

# Community Engagement

## **Community Relations for Construction**

For all capital improvements and construction communication requests contact Adrian Long,  
Construction Communications Specialist.

**Point of Contacts:** Adrian Long • [constructioninfo@XULA.edu](mailto:constructioninfo@XULA.edu) • 504-520-7395

# Community Engagement

Xavier University  
of Louisiana

**BRAND FACTS**



## University Seal

### Vertical and Horizontal

The full-color Xavier University seal in vertical and horizontal form should be the primary seal lockup used in all external-facing documents. The seal lockup can be used in either a vertical or horizontal configuration.



*All uses of the University Seal must be APPROVED by the MCD.*



## University Centennial Seal

The Xavier University Centennial seal was developed in 2022 as an umbrella identity for all activities related to the institution's 2025 centennial celebration year. The identity needed to align to brand standards while clearly articulating the anniversary. Its iconography is based on the university's official seal. None of the elements may be altered in any way. Use only the digital artwork located here: [THE XAVIER BRAND](#).



*Press Forward. Fear Nothing.*  
 1925 – 2025





# Typography

## When to use Primary or Secondary typefaces

The official serif typeface of the university is Montserrat and Minion Pro, which were chosen for their combination of traditional and contemporary styling. Secondary typefaces may be used only if the primary typefaces are not available.

### PRIMARY TYPEFACES

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#### Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

---

#### Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Minion Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Minion Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### SECONDARY TYPEFACES

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#### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

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#### Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Georgia Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

### SCRIPT TYPEFACE

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*Blackword*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 123456789*

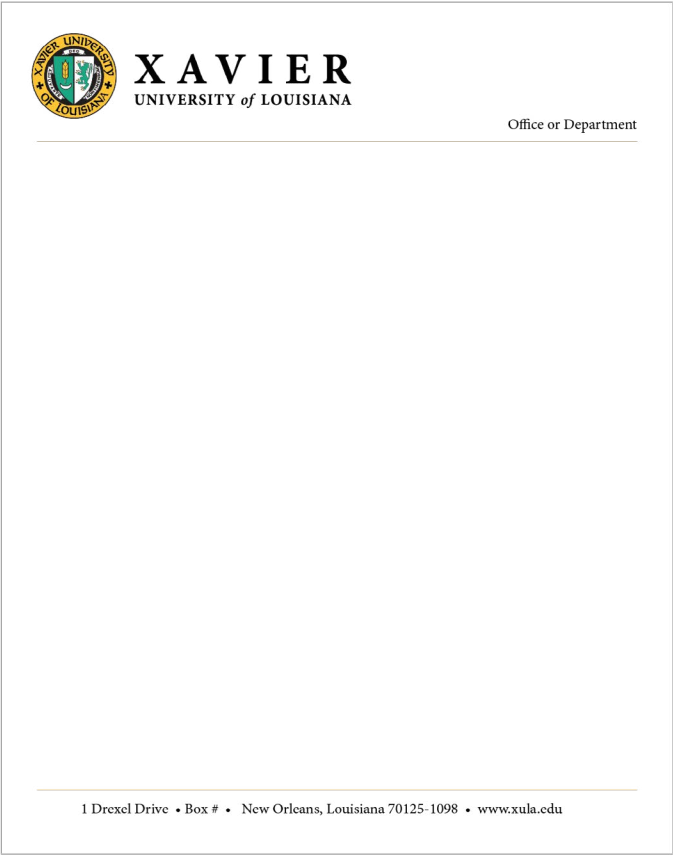
# Stationary Examples

Mele Printing has set up a portal system for Xavier's Offices and Departments to order stationery. To order, please log into your account or click the link below to create a new account:

**To create a new account:**

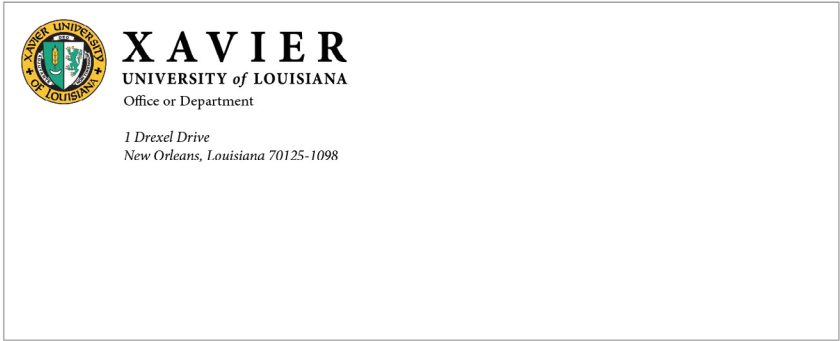
[https://www.meleprinting.com/customer\\_portal/customer-login.html](https://www.meleprinting.com/customer_portal/customer-login.html)

Letterhead



Click on "New User Request" and follow the steps and Mele will set up the account for you to order all stationery, i.e., business cards, letterheads, envelopes, labels etc. This will be your Department's account, so anytime you need to place an order you will log into this account moving forward. Also attached are generic estimates for business cards, LH, Env and labels. Please use these quotes to get an idea of the cost.

Envelope



Business Card

# Xavier University Brand Colors

<b>GOLD</b> <b>HEX</b> #FFC530 <b>PMS</b> 123C <b>RGB</b> 255,197,48 <b>CMYK</b> 0,24,91,0	<b>WHITE</b> <b>HEX</b> #FFF <b>PMS</b> WHITE
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### Primary Brand Colors

Xavier University gold (Pantone 123C) and white are Xavier’s primary colors.

<b>BLACK</b> <b>HEX</b> #000 <b>PMS</b> BLACK	<b>HEX</b> #00A887 <b>PMS</b> GREENC <b>RGB</b> 0,168,134 <b>CMYK</b> 100,0,65,0	<b>HEX</b> #F2F2F3 <b>PMS</b> 179-1-U <b>RGB</b> 242, 242, 243 <b>CMYK</b> 0, 0, 0, 5	<b>HEX</b> #DADBDC <b>PMS</b> COOL GRAY 1C <b>RGB</b> 218, 219, 220 <b>CMYK</b> 1, 0, 0, 14	<b>HEX</b> #939393 <b>PMS</b> COOL GRAY 7C <b>RGB</b> 147, 147, 147 <b>CMYK</b> 0, 0, 0, 42
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### Secondary Brand Colors

The secondary color palette is provided to aid the design of communications that reflect Xavier University’s brand in tone and style through consistent use of color.

Although the university’s primary colors are gold and white, marketing communications can be made more effective and compelling with a more flexible and sophisticated use of color harmony and contrast. Colors are rendered on screen from official Hex values. Printed tones will vary.

These secondary colors have been inspired by the heritage of Xavier.

## Xavier University Logos

The Xavier logo was developed to brand an informal identity of Xavier University. To accommodate different design possibilities, several approved logos are available. Choose the version that best suits the style of your communications piece. The Xavier logo should not be altered in any way.



## Department/ Office Wordmarks

### Wordmark example:

Departmental wordmarks for university groups—also known as signature extensions or unit-specific lockups—follow a standardized and consistent visual hierarchy that supports the Xavier University brand while providing a clear and strong unit or group identifier. Eligible groups include all:

- Offices
- College of Pharmacy
- Academic and administrative units
- Departments
- Programs
- Centers and Institutes
- Student groups

Departmental wordmarks include two elements: the Xavier University seal and the department name, followed by the university affiliation. These components are always placed in a fixed relationship and should never be altered, modified or redrawn.

Department wordmarks are available as horizontal lockups in full-color and black-and-white variants. The two-line, color, horizontal signature is the preferred treatment for most applications.

Department wordmarks are standardized throughout the Xavier University system. Nonstandard or custom marks of any kind—with the exception of those groups that have received a co-branding exemption—are not permitted.



**Office of Admissions**  
XAVIER UNIVERSITY *of* LOUISIANA



**Department of Biology**  
XAVIER UNIVERSITY *of* LOUISIANA

**We are Xavier.**