Department of Marketing and Communication

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Executive Vice President for University Relations
901.678.2843  |  thedges@memphis.edu

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Director of Digital Communications
901.678.2333  |  hrowsey@memphis.edu
Business Card Options

Preferred

Option for Faculty

Lambuth
(Horizontal and Vertical Options Available)

Optional Full-Bleed Back

Business Cards available through Tiger Copy & Graphics

Tom Tiger
Assistant Director, True Blue Traditions Keeper
UoM Campus
123 Tiger Lane
Memphis, TN 38152
tom.tiger@memphis.edu
901.678.1234 | f: 901.678.5678
memphis.edu/tiger
# UofM Official Email Signature

## For Faculty or Staff Use:
**Tom Tiger**  
Title | Optional Secondary Title  
Department Title if needed

[The University of Memphis]  
100 Administration Building  
Memphis, TN 38152

901.678.1234 | memphis.edu

View full instructions and copy template at [https://www.memphis.edu/emailsignatures/](https://www.memphis.edu/emailsignatures/)

For additional support, contact Holly Snyder at [hrowsey@memphis.edu](mailto:hrowsey@memphis.edu).

## For Faculty Use ONLY:
**Tom Tiger**  
Faculty Member, Name of College

[The University of Memphis]  
100 Administration Building  
Memphis, TN 38152

901.678.2234 | memphis.edu

## For Lambuth Use Only:
**Tom Tiger**  
Title | Lambuth Campus

[The University of Memphis]  
123 Lambuth Boulevard  
Jackson, TN 38301

Lambuth 731.425.1234 | memphis.edu/lambuth

## For Athletic Use ONLY:
**Tom Tiger**  
Insert Title Here | Optional Secondary Title

[The University of Memphis Athletics]  
123 Athletics Building  
Memphis, TN 38152

901.678.1234 | gotigersgo.com
Email Signatures: Guidelines for Use

- The email signatures are provided for use by all faculty and staff.
- Content within the signature can be edited, but no additions (i.e. "Think before you print") can be made. The template cannot be altered.
- Can include cell or fax # in place of website.
- A title can extend to two lines, but the text to the right of the logo (between the lines) must be limited to the 4 lines as shown.

[Signature example image]
Email Guidelines

Dear Faculty and Staff:

A short note to say thank you as we close one fiscal period and launch a new one. This past year has been very successful for the University of Memphis, across all fronts. We are very well positioned for this coming academic year, one that will include renewed strategic planning efforts.

I hope the summer months are going well as we look forward to welcoming both new and returning students in August. Again, thank you for your hard work and service for our students, University and community.

Warm Regards,

M. David Rudd
President | Distinguished University Professor
The University of Memphis
341 Administration Building
Memphis, TN 38152
901.678.2234 | cell: 901.619.1769

Additional text within the signature area is prohibited (ex: “Think before you print”)

White background

12-16 pt, Calibri, black text
Student Email Signature & Business Card

Tom Tiger
Freshman | Insert Major Here
Class of 2015
President, SGA | Emerging Leader
The University of Memphis
901.678.5555

Tom Tiger
President, SGA | Emerging Leader
Freshman | Hospitality and Resort Management
Kemmons Wilson School of Hospitality & Resort Management
901.678.5555
tomtiger@memphis.edu
Digital Ads

Marketing and Communication places digital advertising for the University. We highlight a variety of programs throughout a multitude of ads.
Marketing Examples
Campus Upgrades: Admin Banners
Grid Banners Around Campus
(designed change seasonally on average)
Campus Upgrades: Commencement Banners
Campus Upgrades: Wilder Tower
Campus Upgrades: University Center
Campus Upgrades: Lambuth
Community Enhancements: Central Ave. Bridge
Working with Marketing & Communication

1. Contact your Marketing Manager
   (https://www.memphis.edu/communications/team/assignments.php )
2. Complete the Marketing Request Form
   (https://memphisedu.imeetcentral.com/p/eAAAAAAAARuMAAAAAABr07qw)
3. Provide all final, approved copy and images
4. You will be permitted 3 proofing cycles

• Please report any student or faculty successes that would be good features for press releases or the website!
**Templates**

- Install free Adobe programs to edit, some templates are editable PDFs for easier editing.
- Questions regarding templates: Email [logo@memphis.edu](mailto:logo@memphis.edu)
Templates: Emails

Each department has a contact for editing and sending emails using their branded email template.

ADD DEPARTMENT NAME HERE, IF NEEDED

Email Template Files/Instructions for Future Use

Open the attached zipped file and EXTRACT its contents into a new folder on your computer. Then once you have placed the contents onto your computer, double-click the HTML file inside that folder to open the email template in your web browser. Be sure the header and footer JPEGs are named header.png and footer.png as the HTML will not properly pull up the images if they are named anything else.

When the template pulls up in your internet browser, select all (ctrl-a) and copy all (ctrl-c) and then paste all (ctrl-v) into a new blank email. You may need to highlight all of the body copy and make it go back to the font Trebuchet MS (preferred font for email copy). Then revise this filler body text as needed: you are also able to insert images into the body of the email.

Finally, you may also want to right-click your header and footer images and hyperlink them to a particular webpage.

Send an email to your marketing manager or mktg@memphis.edu if you have any questions.
Mass Email Policy

• To reduce the number of emails sent on campus, the following audiences will receive:
  • Faculty & Staff: This Week, MPress
  • Students: Student E-News
  • Alumni: MPress, Memphis Connect
  • All: Time Sensitive Announcements
• A limited number of faculty and staff are eligible to send mass communications.
• Provided templates should be used for retirement announcements, new hires, etc. and should only be sent to a limited audience.
• Cannot send political emails or solicit funds through UofM email accounts.
Email Use Policy (UM1805)

For all employees voluntarily separating from the University, either through resignation or retirement, access to University data and IT systems will be revoked according to the schedule below.

<table>
<thead>
<tr>
<th>Role</th>
<th>Access Termination Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>Following the last date of employment</td>
</tr>
<tr>
<td>Full-Time Faculty</td>
<td>Following the last date of employment</td>
</tr>
<tr>
<td>Part-Time Faculty</td>
<td>120 days following last date of employment</td>
</tr>
</tbody>
</table>

For all employees involuntarily separating from the University, access to University data and IT systems will be revoked before or immediately following the employee's exit meeting.
Event Consortium

Hosting an event for your department? We can help! The Department of University Events and Special Projects has many resources, including the Reserve that allows you to check out items to use for your events.

For more information, contact events@memphis.edu or visit https://www.memphis.edu/communications/events/index.php.
U.S. News & World Report Rankings

- Online Bachelor’s (52 2019: 58)
- Online Nursing Program - Graduate (31)
- Audiology-Graduate (20)
- Rehabilitation Counseling-Graduate (20)
- Speech-Language Pathology-Graduate (31)
- Health Care Management—Graduate (33)
- Online Criminal Justice - Graduate (24 2019: 43)
- Online MBA (62 2019: 70)
- Social Work-Graduate (96)
- Biomedical Eng. - Graduate (101)
- Clinical Psychology-Graduate (88 2019: 102)
- Earth Sciences-Graduate (111)
- Public Affairs-Graduate (131)
- Math-Graduate (127)
- English - Graduate (133)
- History - Graduate (134)
- Law-Graduate (141)
- Business (128 2019: 147)
- Fine Arts-Graduate (152)
- Psychology-Graduate (148)
- Online Education - Graduate (96 2019: 139)
- Engineering (170)
- Education-Graduate (141 2019: 157)
- Part-Time MBA (146)
- Biological Sciences-Graduate (190)
- Nursing-Graduate (89 2019: 135)
- Top Public Schools (135)
- National Universities (272)
- High School Counselor (228)
- Best Online Nursing Programs for Veterans (13)
- Best Online Bachelor's Programs for Veterans (34)
Promoting Rankings: Website Recognition

Creativity never goes out of style.

To both empirical and traditional ways, your will interact with some top class people in both real-world and academic settings. Here, there is a genuine spirit of cooperation. In a lean-to-earth environment that gives you the freedom to be you. Faculty members who are gifted beyond belief in the humanities, social sciences, fine and performing arts, architecture, and communication arts and sciences will inspire you.

We are always ready to help you make the best. Be different. To stand out your thinking and yourself. To push beyond. That’s what Memphis does.
Show Your Tiger Pride

• Wear Tiger Blue on Fridays

• Join the UofM Alumni Association

• Make a gift to the Annual Fund

• (Did you know this can help increase our rankings?)
COVID-19 Guidelines & Printable Communications

• All updates will be online at https://www.memphis.edu/coronavirusupdates/
• Printable communications are available from Tiger Copy & Graphics. Visit https://www.memphis.edu/coronavirusupdates/prevention/printables.php to learn more and order

PLEASE WEAR A MASK IN PUBLIC AREAS.

PROTECT EACH OTHER.