

Authority: Approved by the President

## **Chapter 16 External and Internal Communications & Public Relations**

### **16.1 Policy**

As a publicly funded university, OIST Graduate University (University) has a responsibility to provide timely, accurate, clear, objective, and complete information about its projects, plans, and activities. In the modern era when news, good and bad, true or false, can be relayed around the globe almost instantly, it is important to have guidelines for faculty, students and staff who deliver University-related information to the media and the general public. The University's Division of Communication & Public Relations (the Communications Division) offers support to ensure that key messages are clear and consistent and information is accurate and complete. The Communication Division does not intend to police communications or to restrict anyone from sharing their expertise.

**16.1.1** The Communication Division is responsible for overseeing and approving use of the University's names and marks (as defined in [Chapter 15](#)), trademarks, logos, and other symbols (together referred to as "names and marks") and for ensuring stylistic and graphic conformance to the University's standards with regard to use of the University's names and marks.

### **16.2 General Considerations**

**16.2.1** The Vice President for Communication & Public Relations, as a matter of policy, is the spokesperson for the University unless otherwise instructed by the President.

16.2.1.1 The Communication Division is the approver of all uses of the University's names and marks.

16.2.1.2 Regulatory and other governmental communications are handled by the Secretary General, and not the Communication Division.

**16.2.2** The Communication Division manages the calendaring, space reservation, and logistics of events and activities at the University; for details see [Chapter 19, University Events](#).

**16.2.3** The Communication and Public Relations Division provides digital copies of university corporate publications to the Library when the Vice President for Communication and Public Relations decides that they are suitable to be deposited

in Okinawa Institute of Science and Technology Graduate University Institutional Repository ("OISTIR") for open access. For details, see [6.2.2, The Okinawa Institute of Science and Technology Graduate University Institutional Repository](#).

## **16.3 Rules**

### **16.3.1 Use of the University Names and Marks**

[Names and marks of the University](#) must be depicted in conformance with [the University's stylistic and graphic standards](#).

All proposed uses of names and marks, whether internal or external, must be submitted to the Communication Division for approval.

### **16.3.2 Internal Communications**

Excellent internal communication is essential for the efficiency and morale of the University and communication initiatives are encouraged. To maintain consistency, initiatives should be developed in collaboration with the Communication Division. This includes websites, posters, printed materials, etc.

16.3.2.1 All internal communication platforms (websites, bulletin boards, printed communications, etc.) must adhere to [the University's graphic standards](#).

16.3.2.1.1 Excepted from this requirement are working collaborative sub-sites, such as experimental data bases, devoted to active development of areas of research.

### **16.3.3 Contacts with Media**

All individuals must contact the Communication Division immediately whenever they receive a request from the media that relates to the University or their affiliation with the University.

16.3.3.1 With regard to subjects (and developments) that relate to their affiliation with the University, faculty, students and staff should inform and consult with the Communication Division before initiating contact with the media.

16.3.3.2 In the event of unpremeditated spontaneous media contact (e.g., at a conference, meeting, or similar event), the individual who was involved in the media contact should inform the Communications Division of the exchange as soon as possible.

### **16.3.4 Websites**

All University websites must conform to the graphic standards of the University and be approved by the Communications Division. They must also conform to [the requirements established for use of University IT](#).

16.3.4.1 Researchers may host separate personal sites on a University webserver that do not necessarily conform to the style and graphics standards, but the

Communication Division will not provide support. Content of personal webpages hosted on University servers must observe [the principles set out in the University's Code of Conduct and other core values](#).

### **16.3.5 Social Media**

The University recognizes blogs, networking sites, and other social media as possible tools to support the University's educational and operational goals. Individuals are responsible for the content they publish on social media and should use good judgment. Staff should be mindful that the things they say or do on social media are publically available and searchable and may be forever accessible. Comments, expressions, and other postings on social media must be non-libelous, honest and respectful of others. They must respect confidential, personal, and proprietary information; comply with applicable law; comply with [University requirements concerning use of IT](#); and adhere to [the Code of Conduct and core values of the University](#).

### **16.3.6 Use of the University Names and Marks by Third Parties**

Requests for use of University names and marks, and requests for endorsements by the University from external individuals, companies, organizations, educational establishments, etc., must be referred to the Communication Division ([Chapter 15](#)). The Communication Division has the right of final approval of all texts and images including photos concerning the University proposed by third parties.

### **16.3.7 Recreation Services and OIST Clubs**

Recreation Services provides OIST members with an inclusive and equitable opportunity to participate, educate, compete, and volunteer in recreational activities as a means to enhance health and well-being. Recreation Services will provide ALL OIST members opportunities for physical and social involvement.

#### **16.3.7.1 Recreation Services and the Club's Role**

The Vision of OIST Recreation Services and the Registered Clubs is to see that all campus and community members across multiple disciplines discover, share, and adopt principles of a healthy community that will promote physically fit and active lifestyles through diverse opportunities and experiences that stimulate personal growth and build life-long connections at OIST.

#### **16.3.7.2 Membership of OIST Clubs**

In order to become an official club at OIST, the person in charge must register their club with Recreation Services. The President of a club must be an OIST employee or student and have a valid OIST email account.

[The Recreation Services Registered Club Manual](#) is available online.

#### **16.3.7.3 OIST Support of Clubs**

OIST clubs should be self-financing through membership fees and fund-raising activities.

#### 16.3.7.4 Eligibility Requirements for Registering a Club

Any group (students, faculty, staff, and family members thereof) that have conveyed to support or practice a common interest and that seek the resources and benefits of a registered club, must officially register with Recreation Services.

#### 16.3.7.5 Defining a Registered Club

OIST defines a Registered Club as a group of three or more students, staff, faculty or family members thereof who share a common purpose or interest. A Registered Club is entirely operated and organized by those individuals that created the Registered Club.

Registered Clubs shall not unlawfully discriminate on the basis of race, age, color, religion, national origin, sexual orientation, gender, or disability. The benefits of forming and becoming a member of a Registered Clubs are explained herein. However, participants need to be aware there are certain matters that are not benefits.

The term Registered Club in this section shall also apply to the individual members thereof. In summary, a Registered Club is not an agent, representative, or employee of OIST and is not permitted to act as an extension of OIST. Therefore, along with any other relevant considerations, participants must contemplate the following:

1. Registered Clubs are not always granted the non-profit nor tax-exempt statuses of OIST. Unless a club does continuous profitable business, it is not subject to taxation. Collecting membership dues or selling mementos at stalls to earn operating costs, etc. is not normally considered doing continuous profitable business. If you require more information, you must contact a certified tax consultant.
2. Registered Clubs receive no insurance coverage of any type from OIST, while any damage resulting from using OIST facilities may be covered by OIST insurance. OIST makes no representation about the ability of a Registered Club to obtain any private insurance coverage. The ability to obtain any type of insurance coverage is at the sole discretion, expense, and risk of the Registered Club. External facilities may require you to purchase additional sports insurance for liability coverage, please speak with Recreation Services to discuss this in person.
3. OIST is not responsible for the contracts, indebtedness, obligations, and/or liabilities of a Registered Club. A Registered Club is responsible for the same. The Registered Club is not appointed and shall not act as an agent of OIST and shall have no right, power, or authority, to enter into any agreement, contract, or other obligation on behalf of OIST or otherwise bind OIST. A Registered Club shall not execute any document or instrument on behalf of OIST and shall not at any time hold themselves out to any third party as an agent of OIST or imply to any third party that they have any authority to so act on behalf of OIST. When

you use your club's name, you must recognize that you are seen as a representative of OIST. You must act with self-awareness as a member of OIST and not harm OIST's reputation.

#### 16.3.7.6 Logo Use

OIST owns and controls the words, phrases, insignias, and designs that have come to represent OIST to the public. As outlined in the Registered Club definition, "a Registered Club is not an agent, representative, or employee of OIST. You are not permitted to act as an extension of OIST."

Recreation Services will provide your club with an official OIST club logo that has been approved and certified.

#### 16.3.7.7 Club Restrictions

OIST does not support political or religious clubs. Clubs must adhere to university policies, rules and procedures.

#### 16.3.7.8 Club Web Site

A web site is mandatory for each club explaining the activities, the club officials and a sign up form. The sites are hosted on the OIST groups server.

#### 16.3.7.9 OIST Facilities

Registered Clubs can utilize space at OIST in planning events, activities, meetings, and organized functions.

#### 16.3.7.10 Advertising your activity and membership

Registered clubs are encouraged to advertise through TIDA on the Social Events page only. OIST sponsored Club websites and social media pages area also encouraged.

#### 16.3.7.11 Financing your club

Registered Clubs are responsible for the management of all funds relating to their club. Fiscal management and decision-making processes should be outlined within the constitution of the Registered Club. Registered Clubs should maintain transparency with the membership of the club regarding the management of funds. Recreation Services will not finance each club due to regulation on spending subsidy money. Each club must finance their own activity and equipment.

#### 16.3.7.12 Fundraising

Registered Clubs are expected to fundraise if they need funds. OIST does not provide funds to individual clubs. If you would plan to hold a fundraising event on campus, you will need to complete an application so your fundraising ideas can be legally reviewed for your safety.

#### 16.3.7.13 Bank Accounts

OIST does not specifically encourage or advise Registered Clubs to maintain an off-campus bank account in their personal name. If a Registered Club chooses to open an off-campus bank account, it is encouraged to utilize the club name. Please contact local bank branches for more information. Registered Clubs are responsible for any income tax reporting and are encouraged to consult with a certified tax consultant for additional support and guidelines.

#### 16.3.7.14 Registered Club Conduct

The behavior of all those engaged in a registered club, as members of the OIST community, is governed by the OIST PRP. The rights and responsibilities accorded by the OIST Conduct Code extend to all such conduct codes, standards, and governing documents. The OIST PRP applies to all members at OIST, and to all persons who are not officially enrolled for a particular term but have a continuing relationship with OIST. Registered Clubs, and their members, may be held collectively and/or individually responsible for violations of the OIST PRP.

#### 16.3.7.15 Registered Clubs Risk Management

Many factors contribute to the levels of risk involved with any activity, including but not limited to: climate, transportation, crime, access to medical resources, personal health, dining accommodations, wildlife, natural disasters, individual training/preparation, first response team accessibility, lodging, terrain, activity specific risks, any activities that could cause injury or financial loss, etc. While all risk associated with any event is not completely avoidable, Registered Clubs are encouraged to research all aspects of their activities and prepare for the potential risks involved, while being aware of additional risks throughout the activity.

### **16.4 Responsibilities**

#### **16.4.1 Managers and faculty**

Managers and faculty are to inform their personnel about the procedures relating to Media contacts, logo usage and endorsement requests.

#### **16.4.2 All individuals**

All individuals must respect the guidelines established in [the OIST Graduate University Graphics Standards Manual](#).

#### **16.4.3 All students, faculty, and staff**

All students, faculty, and staff must comply with the requirements of this Chapter.

### **16.5 Procedures**

#### **16.5.1 How to submit proposed depictions of names and marks**

email: [vpcpr@oist.jp](mailto:vpcpr@oist.jp)

#### **16.5.2 How to develop Internal communication initiatives in collaboration with the Communication Division**

email: [vpcpr@oist.jp](mailto:vpcpr@oist.jp)

### **16.5.3 What to do when contacted by the Media**

email: vpcpr@oist.jp

### **16.5.4 What to do before contacting media**

email: vpcpr@oist.jp

([Chapter 16.3.3](#))

### **16.5.5 How to request logo or name use or endorsement by outside entities**

email: vpcpr@oist.jp

## **16.6 Forms**

There are no forms associated with this chapter.

## **16.7 Contacts**

### **16.7.1 Policy Owner:**

Vice President for Communication and Public Relations  
University Community Services Director

### **16.7.2 Other Contacts:**

vpcpr@oist.jp

## **16.8 Definitions**

### **16.8.1 Media**

Any means of communication having wide dissemination or influence, such as radio and television, internet, newspapers, and magazines.

### **16.8.2 Public Relations**

The professional development of a favorable public image by the OIST Graduate University.

### **16.8.3 Social media**

Online, electronic, or Internet media, tools, communities, and spaces for social interaction, sharing user generated content, or public or semi-public communication. Social media typically uses web-based technologies to turn communication into interactive dialogues. Social media can take many different forms, including internet forums, blogs & microblogs, online profiles, wikis, podcasts, pictures and video, email, text, instant messaging. Examples of social media include but are not limited to the following: LinkedIn, Facebook, MySpace, Wikipedia, YouTube, Twitter, Skype and blogs.