



QU External Relations Handbook

“Guidelines to QU External Relations Policies and Procedures”

External Relations Department

Prepared by:

The External Relations team

TABLE OF CONTENTS

PL-External Relations-001: Advertising Policy	4
1.1. Advertising for External Parties.....	5
1.1.1 Websites and Portal.....	5
1.1.2 E-mail Broadcasting.....	6
1.1.3 Trademark	6
1.2. Advertising for QU	7
1.2.1 Above-the-Line Advertising in Non-QU Media	7
1.2.2 Below-the-Line Advertising	7
1.2.3 On-Campus Advertising.....	7
1.2.4 Advertising Procedure.....	8
1.3 Newspaper announcements	9
1.3.1 Cost of Advertising.....	9
1.3.2 Quality Guidelines.....	9
1.3.3 Placement of Advertisements.....	10
1.3.4 Website Advertisements.....	10
PL-External Relations-002: Events Policy	11
2.1 Introduction.....	11
2.2 Approval of Events Requests.....	12
2.3 On-Campus Event Planning	13
2.3.1 Fundraising	13
2.3.2 Publicity	13
2.3.2.1 Media Coverage	13
2.3.2.2 Electronic and Print Communications	14
2.3.3 Event Venue Management and Catering.....	15
2.3.4 Simultaneous Interpretation	15
2.3.5 Evaluation and Assessment	16
2.4 Off- Campus Events	16
Appendix A.....	17
Event Planning Checklist and Contact Guide.....	17
PL-External Relations-003: Catering Policy	23
3.0 Background	23
3.1 Allowable Expenses and Occasions	23
3.2 Examples of Allowable Food Expense.....	24
3.2.1 Meetings of a Learned Society or Organization.....	24
3.2.2 Meetings with External Partners.....	24
3.2.3 Conferences and Ceremonies	24
3.2.4 Other Cases	25
3.3 Procedures	25
PL-External Relations-004: Website Policy	26
4.1 Introduction.....	27
4.2 Website Structure	27
4.2.1 Official University Web Pages	27

4.2.2	Affiliated Web Pages.....	28
4.3	Web Authoring of Official Pages	29
4.4	Graphic Elements and Photographs on Official Pages.....	30
4.5	Approval Process for New and Changed Materials on the Official Website..	30
4.6	Priorities of Service.....	31
4.7	Website Access and Responsibility for Protecting Website Security	32
4.8	University Website Committee responsibilities.....	32
4.9	Grievance Procedure.....	32
4.10	Website Development Procedures.....	33
4.10.1	What Types of Websites can be Requested?.....	33
4.10.2	Preparing Content.....	33
4.10.3	Communications Methods.....	33
4.10.4	Website Request Types	33
4.10.5	Requirements for Modifying an Existing Page	33
4.10.6	Requirements for Creating a New Page/Adding a New Link.....	34
4.10.7	Requirements for Creating a New Website	34
4.10.8	Requirements for Creating Applications	34
Appendix A.....		35
Sample Website Request:		35
Appendix B.....		36
Luminis Content Management System F.A.Q's.....		36
PL-External Relations-005: Broadcast Email Policy		40
5.1	Introduction.....	41
5.2	Broadcast Content Guidelines: Appropriate Topics.....	41
5.3	Additional Criteria for Email Messages	41
5.4	Procedures	42
PL-External Relations-006: Fundraising Email Policy		43
6.1	Purpose.....	44
6.2	Scope	44
6.3	Policy.....	44
6.4	Procedures	45
PL-External Relations-007: Donations Policy		47
7.1	Introduction.....	48
7.2	Purpose	48
7.3	Scope	48
7.4	Policy.....	49
7.4.1	Regulation.....	49
7.4.2	Donations Acceptance	49
7.4.3	Donations Acknowledgement and Donor Recognition.....	50
7.5	Procedures	51
PL-External Relations-008: Newsletters Policy		52
8.1	Introduction.....	52
8.2	Al Haram Al Jamie	53
8.2.1	Definition.....	53

8.2.2	Advertising in Al Haram Al jamie	53
8.2.3	Editorial Policy	53
8.3	Tawasol	54
8.3.1	Definition.....	54
8.3.2	Editorial Policy	54
8.3.3	Editorial Team Authorities	55
8.4	Campus Today	55
8.4.1	Definition.....	55
8.4.2	Editorial Policy	55
8.5	Campus Life	56
8.5.1	Definition.....	56
8.5.2	Editorial Policy	56
8.6	Grievances	57
8.7	Editing Responsibility.....	57
8.8	Newsletter Development.....	57
8.9	Training and Support	58

PL-External Relations-001: Advertising Policy

Contents: <ul style="list-style-type: none"> ▪ Policy Description ▪ Who Should Know This Policy ▪ Policy Sections 	Version Number: 1.0
	Effective Date: March 1st 2009
	Reviewed by EMC on: the 5th meeting, 8 & 12 January 2009
	Approved by the President on 12 January 2009

Policy Description

This policy and its procedures define the regulations for advertising for Qatar University in external media in addition to advertising on the QU campus by other non-QU entities.

Who Should Know This Policy

- President
- Vice President
- Legal Advisor

- Dean
- Director/ Departmental Head
- Faculty
- Accounting/ Finance Personnel
- Student
- All Employees

1.1. Advertising for External Parties

The University Advertising for External Party Policy applies to all entities and institutions outside Qatar University which desire to use the University's campus and/or resources for advertisement or solicitation. Such organizations are disallowed from any indiscriminate marketing or advertising of products or services on university campus. This includes visual representation as in posters or brochures, sample items/merchandise, and other forms of media or communications which promote outside establishments.

The articles of this policy do not prohibit university departments from promoting their own services through the University's online resources or campus.

Non-commercial advertising through the university campus, websites or email system is permissible in the following cases:

- If the advertiser is a non-profit organization whose objectives do not contradict the University's vision, mission and values.
- If the advertiser is a for-profit organization announcing a not-for-profit event or initiative that adds value to the students' knowledge, experience or personal growth.
- If the advertisement announces job vacancies or employment, training, or educational opportunities for students, such as scholarships or grants. Such advertisements should be coordinated through the Career Services Center.
- If the advertisement is part of a sponsorship agreement by which the advertiser offers the University or its students or faculty direct financial support or other benefits. Such exchange must be considered to be in the best interest of the University, and fair to the University and the non-institutional entity. The communication may only target eligible groups, and be of equal or greater benefit to the University than to the provider.

- If it is a Public Service Announcement that serves the welfare of the QU community and is in line with QU's principles and philosophy.

In all of the above cases, non-commercial advertising may not include qualitative or comparative language, price information or other indications of savings or value associated with any product or service; endorsements; or any inducement to buy products. Acknowledgment of sponsorship in the form of logo usage on the design or for example in the following form is permissible:

Support for this [describe media or project] has been provided by (name of sponsor).

Advertising through on-campus booths offered as part of a sponsorship agreement is not restricted. However, prior approval from the External Relations Department of all materials to be distributed on the stand is required.

1.1.1 Websites and Portal

University websites include all websites that either:

- 1) Are sponsored, endorsed or created on authority of a university department or administrative unit.
- 2) Reside on university servers.
- 3) Have a qu.edu.qa domain name, including personal websites on the university domain. All such websites on university servers may not contain paid or commercial advertising.

No links from personal websites residing on QU's servers or that have the QU domain name may be used for commercial advertising. It is permissible for QU websites to link with an outside site for legitimate educational or charitable purposes.

1.1.2 E-mail Broadcasting

The University will not permit the use of the e-mail system for personal or commercial advertising, profit or gain.

1.1.3 Trademark

The University's trademark (logo) may not be used in any manner that misleads or confuses the public concerning the University sponsorship of any publication or project, event, or other undertaking. The University's registered trademarks

may not be used for commercial purposes except as authorized by the University.

1.2. Advertising for QU

The External Relations Department shall be the official enforcer of all advertising by Qatar University except for recruitment ads. All advertisers shall first contact the External Relations Department for approval of any advertisements carrying the QU logo which they plan to post in the University or media.

All advertisements carrying the QU name and logo must adhere to the guidelines within the University Brand Guidelines Manual, which outlines the proper use of the university logo and visual identity.

1.2.1 Above-the-Line Advertising in Non-QU Media

Above the line advertising is the advertising in paid media such as newspaper, magazine, radio and TV and outdoor media such as street mupis and billboards. University organizational units may advertise their own events, announcements and news in newspapers, magazines, radio, TV or any other appropriate media in accordance with the following guidelines:

- Advertising costs will be taken from the relevant code in the budget of the cost center
- The External Relations Department, Communications Section is responsible for designing or approving all print and electronic advertising communications and materials that carry the QU logo.

1.2.2 Below-the-Line Advertising

Bellow the line advertising includes advertising that does not require paid media such as brochures, leaflets, pamphlets, flyers, cards, banners and other print and electronic communications.

The External Relations Department, Communications Section is responsible for designing or approving all print and electronic communications and materials that carry the QU logo. The costs of printing such communications materials will be taken from the relevant code in the budget of the requesting party's cost center; advertiser. The procedures in section 1.2.4 of this document should be observed.

1.2.3 On-Campus Advertising

Upon receiving approval for advertising from the External Relations Department, the advertiser shall be allowed to post on campus media as described below:

- A. The bulletin boards used for posting are located in the Student Activities Buildings and in college and administrative buildings corridors across campus.
- B. Light boxes are available for larger advertisements, on a first-come, first-served basis, and must be booked through the External Relations Department. They are placed in specified areas of building entrances across campus.
- C. Billboard advertisement space (1x5m) on campus roadsides is available. Their mounting is scheduled by the External Relations Department based on event date and priority to the University, and then on a first-come, first-served basis. All banners in these billboards must be produced by the External Relations Department.
- D. Website and portal banners, event entries to the online events calendar, invitation cards, e-invitations, rollups, pop-ups, posters, and other print communications announcing QU events and activities may also be used.

The following regulations shall control on-campus advertising:

- A. There shall be NO advertising on any glass or wall that is not regulated by this advertising policy.
- B. It shall not interfere with any public exit.
- C. It shall not contain vulgar, obscene, discriminatory or other questionable words or statements.
- D. As mentioned in point 1.2.1 of this policy, on-campus advertisements carrying the QU logo must be designed or approved by the External Relations Department, Communications Section.
- E. Advertisements may not cover existing signs.
- F. No advertisements may be distributed by hand to individuals or placed on cars.
- G. No advertisements may contain language relating to alcohol or other culturally offensive language or topics.

Should posted material of a certain advertising body be found in violation of any of this advertising policy, the following actions will be taken:

- A. Any advertisement found in violation will be taken down by the External Relations Department.
- B. First Violation: A verbal warning will be sent to the violator.
- C. The violator will be subject to university disciplinary procedures.

1.2.4 Advertising Procedure

- For Below the line advertising (booklets, flyers and brochures ...etc.) the university organizational unit requesting the communications material is responsible for drafting final text. The text/ other content supplied to External Relations must be *final*, approved, and signed by the highest authority in the requesting office.
- The External Relations Department will help in writing key messages and headlines for Above the line advertising.
- The material must be submitted to the Communications Section Head. This should be received according to the following schedule:
 - o 10 working days prior to the requested delivery date for invitations, banners, posters, rollups and other on-page designs.
 - o 15 working days prior to the requested delivery date for flyers
 - o 20 working days prior to the requested delivery date for brochures; booklets containing 4-16 pages
 - o 30 working days in advance for stands and exhibitions or conferences.
- The External Relations Department is not responsible for any typing, grammatical or other content related mistakes unless the mistakes in the produced material are not identical to the signed and approved copy.
- Up to two drafts of the designed material will be submitted to the requestor and only two sets of changes will be accepted, after which the design will be considered final and approved and will be sent to print.
- The External Relations Department reserves the right not to print a document or publication if the material is unacceptable by the University's standards, e.g. plagiarism, false/misleading statements, or other forms of misrepresentation.

1.3 Newspaper Announcements

For the purpose of this policy, newspaper announcements are all recruitment ads and student affairs announcements that contain more than 150 words, as opposed to advertising that uses imagery and promotional headlines. Newspaper announcements shall follow the guidelines stated below. Recruitment ads are the responsibility of the Department of Human Resources. Student-related announcements such as admission and other dates or procedural announcements are the responsibility of the Student Affairs Departments, and based on the respective guidelines.

1.3.1 Cost of Advertising

Costs vary enormously according to the placement and size of the advertisement. The cost of external advertising is charged to the relevant code in the budget of the cost center requesting the ad.

Print media costs are based on the number of column centimeters and page placement. Composite advertising helps to reduce costs. All newspaper announcements should economize the usage of language.

1.3.2 Quality Guidelines

Newspaper announcements reflect on the University as an educational institution. They should aim to:

- Attract attention from readers.
- Elicit a positive response from an appropriate range of people.
- Reflect an image that supports the vision of the University.

It is vital that authors make the most of the space and budgets available by avoiding unnecessary -and costly- words.

1.3.3 Placement of Advertisements

The Department of Procurement is responsible for purchasing advertising services from advertising agencies or directly from the media. Applying the text to the design template is the responsibility of the External Relations Department. The University uses a standard design format for all recruitment advertisements.

External advertisements can be placed in appropriate internet sites, newspapers, journals, bulletins, or notice boards, depending on the nature of the position and the expected ease or difficulty of securing an adequate field of candidates.

1.3.4 Website Advertisements

Internet advertising can be extremely cost effective and is increasingly being used in conjunction with the print media. When possible, it is suggested for print advertisements to contain less detail and instead carry a reference to a link on the QU website where there is more cost-effective space available.

PL-External Relations-002: Events Policy

Contents: <ul style="list-style-type: none">▪ Policy Description▪ Who Should Know This Policy▪ Policy Sections	Version Number: 1.0
	Effective Date: March 1st 2009
	Reviewed by EMC on: the 5th meeting, 8 & 12 January 2009
	Approved by the President on 12 January 2009

Who Should Know This Policy

- President
- Vice President
- Legal Advisor
- Dean
- Director/ Departmental Head
- Faculty
- Accounting/ Finance Personnel
- Student
- All Employees

2.1 Introduction

Events are an integral part of a university's academic environment. Qatar University encourages its constituents to plan and organize events that:

- Have educational value and contribute to fostering a lively scholarly environment that enriches the learning experiences of students, faculty and staff such as debates, conferences and seminars.
- Have motivational value and contribute to improving the student or employee experience at Qatar University e.g. family fun days, recognition and awards ceremonies, trips, or social, cultural and sporting events.

- Have relationship-building value and contribute to the strengthening of QU's partnerships with external stakeholders such as media events, fundraising events, recognition events....etc.

While QU will offer financial and human resources to support events of this nature, it is important to realize that these resources are not infinite and that selection of the events which best deliver the anticipated results is necessary.

2.2 Approval of Events Requests

To receive QU's financial and logistic support in organizing events, event proprietors should conform to the following:

- Proposals for events planned and budgeted for each academic year should be submitted during the previous academic year. An email broadcast reminder will be sent by the External Relations Department (ER) well in advance. Deans, VPs and directors will be asked to collect, select and approve event requests from their respective organizational units for submission to External Relations by June 15th of each year.
- Approved and submitted events will be examined by the External Relations Department. Requests to change event dates may be made by ER based on the overall events calendar and in coordination with the requestor.
- Confirmation of approved events will be sent to deans, VPs and directors in the form of an Annual Events Calendar.
- University support for events not included in the Annual Events Calendar will be subject to approval by the Director of External Relations in consultation with the respective dean, VP or director.
- The Department of Student Activities will be responsible for collecting, screening and approving event requests made by student clubs or other recognized student bodies based on the criteria mentioned in this policy.
- The External Relations Department will offer considerable logistical and communications support and guidance for QU's approved events in the scope of its responsibilities. However, the key to an event's success is good planning and organization; event owners should be well prepared and equipped before undertaking the organization of a major event. A checklist has been developed to help QU event organizers go through the key steps towards organizing a successful event (Appendix A).

2.3 On-Campus Event Planning

2.3.1 Fundraising

The External Relations Department is responsible for coordinating all fund-raising activities at Qatar University. No Fundraising activities should be undertaken before establishing contact with the Department and filling in the Fundraising Approval Form in line with the QU Fundraising Policy.

2.3.2 Publicity

2.3.2.1 Media Coverage

The External Relations Department will provide media coverage for QU events deemed suitable, based on the current media strategy. For such events not included in the Annual Events Calendar, a request should be sent to the Media section informing them of the event details. ER will not provide media coverage for events not organized and sponsored by QU. Coverage of non-event related faculty news may be provided if deemed beneficial to promoting the University through its people. ER will rely on one or more of the following methods to cover an event:

1. Invite representatives of the media to attend and cover the event.
2. Issue a press release and other media materials such as FAQ and fact sheets based on documents and information provided by the event sponsor/organizer. If the source does not wish for such coverage to be sent to the media, please notify the Media Section in advance.
3. Organize a press conference through which event sponsors and other stakeholders may relay messages about the event to the press.
4. Arrange to have a spokesperson for the event participate in a TV interview.
5. Arrange to have a spokesperson for the event participate in a radio interview.

While the press and the radio have been very positive about publishing Qatar University news, the decision whether to publish, on what page, how much space to allocate, what headlines and which pictures to use is strictly the publication's jurisdiction.

TV coverage is reserved for major events. Invitations to the TV crew to attend and cover an event will be issued selectively by the Media section at the External Relations Department.

The External Relations Department, in consultation with the event owner, will agree on the media coverage plan, key messages, main quotations and other information essential for the event coverage through the completion of the event details form which is available at the External Relations Department offices and website.

2.3.2.2 Electronic and Print Communications

The Communications section at the External Relations Department is responsible for producing QU's official print and electronic communications. The need for such publications varies depending on the nature and audience of the event. Three aspects should be considered in the selection of items needed for an event:

1. Value for money: if an event is considered a minor event, or one with a limited expected audience, the types of print and electronic communications produced for it should be very limited (usually e-invitation, Events Calendar entry and program). More material should be considered for larger events, keeping in mind whether or not the same communication objectives can be reached by means other than print communications such as telemarketing, visits, emails...etc.
2. Whether the same communication objective can be achieved electronically: Print communications should be produced sparingly and only when an electronic communication cannot reach the same objective, such as venue branding or event programs.
3. Quantity (audience number): The External Relations Department uses a set of print suppliers to complete the University's print communications requirements. For digital printing material such as rollups, banners, stands...etc. there are no restrictions on the quantity of prints required. For printing press material however, (flyers, brochures, invitations, booklets...etc.) a minimum of 500 copies is required, since the cost of producing films would exceed the cost of paper and ink. If an event has an expected audience of less than 500, reliance solely on electronic communications should be seriously considered. If deemed necessary by both the event owner and ER, a maximum of 250 copies can be printed internally at the ER office. It should be noted however that the quality of internal printing is not optimal.

The External Relations Department, in consultation with the event owner, will agree on the required print and electronic communications for an event well in advance through the completion of the Event Details Form which is available at the External Relations Department offices and website.

2.3.3 Event Venue Management and Catering

The Events section at the External Relations Department is responsible for setting up and managing event venues for QU's on-campus events. It is also responsible for organizing catering for on-campus events in line with the QU catering policy.

Prior agreement between ER and the event owner about the hall setup and catering requirements for various parts of the event will be made through the completion of the Event Details Form which is available at the External Relations Department offices and website.

2.3.4 Simultaneous Interpretation

- 1- According to the International Association of Conference Interpreters (www.aiic.net/community/print/default.cfm/page205), a minimum of two interpreters are required for interpretation of events from one language to one other language. However, for interpretation requirements not exceeding one hour in duration, and held during official working hours, External Relations Department may offer simultaneous interpretation services by one interpreter.
- 2- Arrangement of additional interpreters for durations exceeding one hour is the responsibility of the event proprietor.
- 3- Arrangement of simultaneous interpretation for events taking place outside QU's official working hours is the responsibility of the events proprietor.
- 4- Requests for all translation and interpretation tasks to be provided by ER should be sent in writing to the ER Director.

2.3.5 Evaluation and Assessment

To continuously raise the bar for the quality of QU's events it is critical to evaluate each event by its organizers, owners and participants by way of filling the event evaluation form which is available at the External Relations Department offices and website.

2.4 Off- Campus Events

QU will participate in off-campus events such as conferences, fairs and exhibitions hosted by non-QU entities within or outside Qatar. The objectives of participation in such events are:

- To market Qatar University and increase awareness of its programs and quality standards among relevant external audiences.
- To recruit new members (students, faculty, or staff).
- To promote specific departments or services.

The External Relations Department is responsible for organizing QU's participation in off-campus exhibitions and fairs. QU members should contact the Department if they are interested in participating in a specific fair. Submission of such events to the annual events calendar is appreciated but not required. ER will assess the value of QU's participation in such events on a case by case basis and reserves the right to deny support for such participation if deemed irrelevant to the above-described objectives and subject available resources.

QU will also encourage its members to participate in such event. To that end, ER will provide support to faculty and staff representing QU in such events in the form of:

- Supply of QU-branded merchandize
- Supply of QU print and audio visual marketing communications
- Production of QU-branded signage for QU's exhibition area/booth (required).

Appendix A

http://content.qu.edu.qa/portal/myqu/guidelines/er_events/Events_Checklist_updated.doc

Event Planning Checklist and Contact Guide *For Annual Calendar Events*

Ideally, annual calendar events are planned 4-6 months in advance, and up to 18 months for large-scale or multi-day events like regional and international conferences. Unfortunately, event and meeting planners often find themselves with less time to plan and implement. This event checklist and guide is intended to save you time – whether you have two months or two years to plan your event – by providing you with the structure and components necessary for success.

Since 2007, QU has been following a policy of pre-planning events for each academic year. A plan of major events for each college/sector should be submitted to External Relations by June 15th of each year. An email broadcast will be sent in advance requesting the same. Support for QU events not submitted in the plan will be subject to approval.

General Information

Event Name : _____

Objective : _____

Theme : _____

Date : _____ Day of Week: _____

Location : _____ Time: _____

Facilities

Reserve your event space immediately, whether on or off campus. For on-campus events, you may use the **online Hall Booking System** on the myQU portal's myServices tab.

Budget and Agenda

Determine the overall budget for the event as well as how the budget will be allocated, keeping a close eye on income and expenses throughout the planning process.

Think about whom will be involved in your event. For instance, will the President give opening remarks? Make sure all key participants have the date marked on their calendars.

Key participants:

Will anyone need assistance in preparing remarks?

Scripting needs: _____

Identify and invite all speakers/presenters involved in the event. Put all remuneration agreements and details in writing in the form of a letter of agreement or a contract.

Contracted speakers/entertainers: _____

Once you've selected a date, time and location, contact External Relations (ext. 2037) or zalazmeh@qu.edu.qa External Relations will meet with you to agree on the event details and fill in the relevant form.

Audience-Building

Who do you want to attend your event? Students, faculty, staff, board members, alumni, parents, potential sponsors/partners, community leaders, potential students, targeted groups, and/or the general public? It's important to consider each group differently when designing your promotional materials:

Target audience(s):

1. Primary :

2. Secondary :

There are many offices on campus that can help you reach certain target audiences:

1. Alumni – contact the Alumni Office (ext. 1779) alumni@qu.edu.qa
2. Sponsors - Relationship Development (ext. 1420) rania.t@qu.edu.qa and/or the appropriate Office of the Dean.
3. Media – contact the Media Section (ext. 2332) zalazmeh@qu.edu.qa
4. Community leaders, professional organizations – External Relations (ext. 2037/8) or Events & Hospitality Section (ext. 2040) or m_hussain@qu.edu.qa
5. Regents, QU special contacts – Office of the President (ext. 2054/5/6) m.faidhi@qu.edu.qa

Consider co-sponsoring the event with other departments or off-campus groups with similar or related interests. They can help with audience-building and implementation. Make sure before contacting any sponsors that you look at the [Fundraising Policy](#) and complete the [Fundraising Approval Form](#). You may

contact Relationship Development Section, External Relations (ext. 1420) or rania.t@qu.edu.qa for support in preparing the form, planning the budget and designing a sponsorship scheme. If you are considering co-sponsoring the event, contact the Relationship Development no later than 12 weeks in advance.

Are you sending invitations/e-invitations or registration materials? Develop a mailing/e-mailing list of the desired guests. Start this process early; invitations should be sent 4-6 weeks prior to the event; registration materials should arrive earlier. If you have ample time, consider sending a “save the date” card 4-6 months prior to the event. Determine a total number of invitees.

Total number of invitees: _____

RSVP deadline : _____

Now that you know whom to invite, think about how you will invite them. When thinking about general print promotion, start by thinking about a poster. Write the text first for your poster (assuming you need one), then invitations, registration form, flyers and brochures. Be sure to include any required driving directions, parking information, and ALWAYS a contact phone number or e-mail address for more information, making sure that there is a designated person to answer such a number of email addresses.

Consider establishing an event website (for major events) on which registration materials can be uploaded and through which applications can be received? The website will be updatable throughout the planning process and beyond, and can provide a valuable source of information about the event for potential participants. A website will also help you cut some of your printing expenses. If you are interested in establishing a website, contact the Communications Section, External Relations (ext. 2331) or ccer@qu.edu.qa no later than 8 weeks in advance.

Approximately 6 weeks in advance, contact the Communications Section, External Relations (ext. 2331) or ccer@qu.edu.qa for assistance in designing the website, posters, invitations, programs, book of abstracts and other event-related publications and promotional tools for general audience building.

As soon as you have established the “who-what-where-when” of your event, email your event information to the Media Section, External Relations zalazmeh@qu.edu.qa who at this point will prepare press invitations and press releases, internal newsletter and external media contacts.

Internal newsletters include Campus Today (Arabic daily e-newsletter that goes to internal and external QU contacts), Campus Life (English e-newsletter issued once a week and monthly print-edition), and Al Harem Al Jamei (monthly print magazine).

TV and radio broadcasts are subject to availability. ER will request coverage for major events if requested in advance. External Relations may also record part of your event for inclusion in a VNR’s (Video News Releases) that is provided to Qatar TV on a regular basis. ER cannot guarantee that such feeds will be used by the broadcaster since this depends on many things including the amount and importance of other local and international news during the period of your event.

To reach on-campus residents with flyers/invitations, contact the QU Housing Office – number 444 8835 - for prior approval and the number of copies you’ll need.

Word of mouth – it’s your best resource!

Will you charge admission, ask for donations, or is the event free? If your attendees pay to attend your event, think through this process carefully, including:

- Creating an attendee database
- Ticketing – single price, group rates, advance discounts, meal pricing, etc.

- Registration and payment process –receipts, making change, credit cards and online payment in feasible, etc
- For information about QU’s payment procedures contact the Office of the Internal Auditor ext. 2078
- Registration confirmation process
- Registration packets; including campus maps, nametags, meal coupons, etc
- On-site registration

Catering

Before you make any catering requests, please read the [QU Catering Policy](#) and use the [Catering Request Form](#). For additional consultation, you may call the Events and Hospitality Section, External Relations, (ext. 2040) or send a written request, approved by your Dean or Director to m_hussain@qu.edu.qa

Make sure you specify all aspects of your catering request including:

- Budget: _____
- Menu: _____
- Type of service (buffet, plated, passed hors d’oeuvres): _____
- Seating arrangement: _____
- Linens (include nametags or gift tables): _____
- Delivery/set up time: _____
- Head count (must be confirmed 3 business days prior to event): _____

* Anytime, anywhere, you service food in the name of QU, you have to complete a [Catering Request Form](#) or send a detailed letter signed by your Dean or Director for full meals.

Setup

Once the event space is reserved, you’ll need to think through the items you need to set up the space properly. This may include, but is not limited to:

Tables, chairs: _____

Stage: _____

Nametag or registration table(s): _____

Vendor/ exhibitor tables or booths: _____

Podium: _____

A/V and laptop hookups: _____

Special lighting requests: _____

Photography/ videography: _____

Parking/ transportation: _____

Directional signs: _____

Handicap Accessibility: _____

Other: _____

Request photography and on-location media services (if needed), by contacting the Media Section, External Relations (ext 2332) or newsletter@qu.edu.qa

- If you're planning to record your event, be sure to get permission from your speaker(s) in advance.

For parking, VIP parking, security and other event services, contact the QU Security Section, Business Operation Department (ext. 6004) Abdul Aziz Jaber at aljaber333@qu.edu.qa.

Also, please call the Business Operations Department to discuss large-scale events or complex requests at alsayed@qu.edu.qa

Transportation – Need to transport guests from a remote location by bus, such as a parking lot/ women's campus, to your event site? Contact the Business Operations Department (ext. 6004) alsayed@qu.edu.qa or the Events & hospitality Section, External Relations (ext.2040) m_hussain@qu.edu.qa for options and information.

Program Preparation & Support Materials

Be sure you provide final agendas and scripts to all speakers no less than one week prior to the event.

Plan your staff or volunteer help well in advance. If you'd like QU students to assist in this process, contact Student Activities at extension 2550 or consider partnering with a student club that has a special connection or relevance to your event topic or guests.

Hotel reservations – for out of town speakers, guests, or to arrange a hotel room booking,

Send your request including guest details, preferred hotel, and dates to Events & Hospitality Section, External Relations (ext. 2040) or m_hussain@qu.edu.qa

Also include in your request, if required, information about your guests' transportation needs to and from campus or the airport, additional meals, and assign a staff person to greet them upon arrival.

Event evaluations and feedback ([download form](#))

Consider any special presentations during the event, such as awards, prizes or thank you gifts.

Consider providing general/marketing information about QU at all of your events that reach an external audience.

Event Day

Go to the event location and check on the setup 1-2 hours in advance (more for a complex set-up).

Make sure you have all of your printed materials pre-organized and ready to go.

Setup the registration/nametag table as early as possible.

Provide clear information to your staff or volunteers and empower them to respond to on-site questions.

Provide a glass of water for each speaker.

Be on hand to handle any last-minute changes.

Enjoy!

Wrap Up and Evaluation

Event wrap up can include anything from returning borrowed or rented items to tallying fundraising results to distributing unclaimed awards.

So much event feedback tends to be anecdotal and sporadic. When possible, distribute a [written evaluation form](#) at the event to gather guest response. Also, always conduct an internal evaluation by making notes on which elements worked well and which could be improved.

Wrap up your event budget.

Write thank you notes as appropriate.

Distribute event photographs to special guests, post them on your website, or contact External Relations for media interest

Pat yourself and your staff on the back. **You did a GREAT job!**

PL-External Relations-003: Catering Policy

Contents: <ul style="list-style-type: none">▪ Policy Description▪ Who Should Know This Policy▪ Policy Sections	Version Number: 1.0
	Effective Date: March 1st 2009
	Reviewed by EMC on: the 5th meeting, 8 & 12 January 2009
	Approved by the President on 12 January 2009

Who Should Know This Policy

- President
- Vice President
- Legal Advisor
- Dean
- Director/ Departmental Head
- Faculty
- Accounting/ Finance Personnel
- Student
- All Employees

Background

Finance Policy (PL-FIN-DIS-001) authorizes the use of university funds to pay for hospitality expenses that are consistent with the mission and fiduciary responsibilities of Qatar University. This "Hospitality Policy" supersedes any current or previous "Business Related Food Expense Policy", written or being applied as the practice, and applies to activities that promote the university to the public and outlines how university funds may be used for such purposes.

3.1 Allowable Expenses and Occasions

Hospitality expenses must be directly related to, or associated with, the conduct of official university business. When a university employee acts as an official host, the occasion must, in the best judgment of the approving authority, serve a university business purpose, with no personal benefit derived by the official host or other university employees. In addition, the expenditure of funds for food should be reasonable and in accordance with the best use of the

university funds, the cost of catering will be deducted from the cost center requesting the catering.

Catering will be provided according to the set menus agreed between the External Relations Department and the catering company contracted by the University in accordance with procurement policies. There are currently five menus: light breakfast, coffee break (1), coffee break (2) business lunch and VIP lunch. Breakfast may be served for events taking place between 7:30 AM and 9:30 AM, lunch between 12:30 PM and 2:30 PM and coffee break may be served at any time during the day.

Payment or reimbursement is not permitted for the following types of occasions: employee birthdays, weddings, anniversaries, individual farewell gatherings, holiday celebrations (except institution-wide celebrations organized by University administration), internal lectures, individual exhibition, and other similar occasions. When determining whether a hospitality expense is appropriate, the approving authority must evaluate the:

- a. Importance of the event in terms of the costs that will be incurred
- b. Benefits to the university which will be derived from such an expense.
- c. Availability of funds in the relevant code of the requesting cost center's budget.
- d. Alternatives that would be equally effective in accomplishing the desired objective.

3.2 Examples of Allowable Food Expense

3.2.1 Meetings of a Learned Society or Organization

When the university is the host or sponsor of a meeting of a learned society or organization, the cost of catering may be reimbursed in accordance with set menus: business lunch, coffee break, light breakfast.

3.2.2 Meetings with External Partners

When meetings of an administrative nature are conducted by University faculty or staff with important external partners, the cost of catering may be reimbursed. Where meals are involved, they must be a necessary and integral part of the business meeting. The type of catering provided for such meetings will be determined by the highest authority in the requesting organizational unit.

3.2.3 Conferences and Ceremonies

Hospitality expenses may be approved when the University hosts receptions in conjunction with conferences, workshops, commencement, press conferences, and other ceremonies of the University when required. The type of catering provided for such meetings will be determined by the highest authority in the requesting organizational unit.

3.2.4 Other Cases

It is also possible to approve catering expenses in the following cases in accordance with set menus:

1. Long meetings (4 hours and more)
2. Meetings that had to be scheduled during a meal time (for example a meeting that starts at 12 noon and ends after 3:00 PM)
3. Employee recognition receptions supported by the university, such as college annual gatherings.
4. Other cases in which catering it is deemed necessary and reasons are stipulated in a memo signed by the highest authority in the requesting organizational unit and addressed to the External Relations Department.

3.3 Procedures

1. Hospitality requestor must fill in the application form signed by the highest authority in the cost center requesting the service and send it by fax to the Director of External Relations or Events and Hospitality Section Head at least three working days before the requested date.
2. The request will be forwarded to the University Events and Hospitality Section Head for processing.
3. External Relations shall send a copy of service request (from ER to caterer) attached with a copy of the hospitality request form (from requestors to ER) to the Director of Finance.
4. Once the service has been delivered the requestor shall write a payment request to the Director of Finance attached to the original invoice of the requested catering service.

PL-External Relations-004: Website Policy

Contents: <ul style="list-style-type: none">▪ Policy Description▪ Who Should Know This Policy▪ Policy Sections	Version Number: 1.0
	Effective Date: March 1st 2009
	Reviewed by EMC on: the 5th meeting, 8 & 12 January 2009
	Approved by the President on 12 January 2009

Policy Description

These guidelines are to be used temporarily until the official QU Website Policy is developed by PWC as part of the QU ITS policies. They are adapted from The Saint Martin's University website policy by Zeina Al Azmeh, Director, ER and Tamam Khadduri, Websites Unit Head.

Who Should Know This Policy

- President
- Vice President
- Legal Advisor
- Dean
- Director/ Departmental Head
- Faculty
- Accounting/ Finance Personnel
- Student
- All Employees

4.1 Introduction

The Qatar University website is an official publication of the University. Its mission is to promote the University and provide accurate, up-to-date information about it in an accessible and attractive manner to audiences mainly outside the QU community. It is complemented by the myQU portal, which focuses on providing information and services to an internal audience (The QU community). A website committee comprised mainly of members from the University's External Relations Department and the Department of Information Technology Services will be responsible for setting policies governing the nature, content, format, maintenance, timeliness and ownership of information contained on the official pages of Qatar University website. The University's Website Committee expects the website to represent Qatar University, its mission and its identity, just as other QU publications strive to do.

4.2 Website Structure

Pages within the website will be designated by the External Relations Department as either official (University) or affiliated sites.

4.2.1 Official University Web Pages

Official pages represent the University and its colleges, offices, divisions and departments, to the University's various audiences: potential students, parents, employees, partners, and visitors. Official pages must conform to the design styles and templates adopted by Qatar University to give the site unity, coherence, functionality and readability.

- A. The contents of all official pages must reside on the Qatar University's main web server.
- B. All official pages will be built using template pages supplied through the External Relations Department and their content will be maintained and regularly updated by the university colleges, offices or departments responsible for them. The External Relations Department will be responsible for the content of "university-wide" information such as campus tours, maps; history, etc.
- C. Each official page within the Qatar University website will be readily identifiable as a part of the site by the use of the university logo, a specific palette of colors and specific typefaces.

- D. Each official page will carry a feedback link at the bottom, from which users will be able to contact the content manager of that page. The content manager will be responsible for attending to all feedback received this way.
- E. The date of the last modification for any page will automatically appear under the page title.
- F. Official pages will be accurate, well-written, concise, free of spelling and grammatical errors and will otherwise present the University, its mission and values in a positive light.
- G. All official pages must be regularly monitored by the web content managers at various colleges and sectors to ascertain that material is current. The content manager at the websites unit in the External Relations Department will notify those with outdated materials to update their page or remove the outdated material within five working days. Pages not updated after 5 days will be evaluated by the External Relations Department; necessary changes will be made if practical, or the page will be taken down until such time as the respective owner revises it

4.2.2 Affiliated web pages

Affiliated pages are the home pages of any faculty member of the QU community or conferences, centers and organizations affiliated with or supporting the University, but not directly a part of it. These could include student clubs, the QU Alumni Club, and other organizations that need not be governed by the software, editorial and style parameters established for the University's official pages. However, space on this resource is a privilege, and all users are expected to follow established website guidelines.

- A. Affiliated pages will carry navigational links to the University's home page, the author's name, how to contact them (either by e-mail address, a telephone number or both) and the most recent date of the page's modification.
- B. Affiliated pages will be governed by all applicable policies of the University. (Examples: Student Conduct, Faculty Code of Conduct, and advertising policies). Anyone violating University policy on a web page will be subject to the appropriate disciplinary actions described in the relevant policy.
- C. Affiliated web pages may not violate copyright, libel, obscenity or other laws.
- D. Affiliated web pages may not be used for commercial uses, sales or money-making ventures except those authorized by the University administration.
- E. The website will carry a "limitation of liability" page to cover the University from liability for materials carried on the affiliated pages.

- F. All affiliated pages will have their designs approved by the External Relations Department prior to implementation. Further changes to the design after implementation will be subject to the approval of the External Relations Department.
- G. Affiliated pages must be programmed using one or more of the following technologies: XHTML, CSS, PHP, or MySQL. The use of any other technology requires approval from the Websites Unit in External Relations Department in conjunction with the IT Web Services Section.
- H. Any application development for affiliated pages will have to undergo security checks by the Websites Unit in External Relations Department in conjunction with the IT Web Services Section.
- I. In order to be given the privilege of an affiliated page, the author must sign a form agreeing to comply with the University's website policy.
- J. Any affiliated page on the University site that violates university policies may be removed from the website immediately by a web administrator in consultation with the External Relations Department and/or the Department of Information Technology Services.
- K. It is prohibited to share or sell any user (author) access information to any party other than the Website Unit or ITS unless deemed necessary by one of those parties.

4.3 Web authoring of official pages

1. One person will be designated by each academic or non-academic unit to be ultimately responsible for the pages pertaining to it. This person will be designated as a "Web Content Manager." And will be given access to edit related content directly. Other employees within the unit may help build, add to, maintain and/or update that unit's web pages.
2. The content manager will be responsible for checking materials for their accuracy and conformance with web standards and for working with the websites unit prior to publication on the web.
3. Ultimate responsibility for the intellectual content of each section lies with the members responsible for each section.
4. The External Relations Department will be responsible for building and maintaining "University-wide" information.
5. College websites should not include or duplicate University wide information but can refer to it through links.
6. Websites owners may choose from a selection of official university templates, colors and photos for composing their pages. These will be made available and maintained by the External Relations Department.
7. All slightly changed or updated material for official pages will be reviewed prior to publication by the content manager. All new or substantially changed official material will be reviewed by both the website's content manager and the External Relations Department's content manager prior to publication on the university website.

4.4 Graphic elements and photographs on official pages

Official pages within the University's website have been designed with several factors in mind, chiefly construction/maintenance, the University's mission/image, keeping the site easy to maintain/repair, and making the site accessible to those viewers without state-of-the-art internet access. With these factors in mind, the following graphic standards have been developed:

1. Graphics will be limited in size to no larger than 75 KB., with 50 KB or less recommended.
2. Graphics to be used will be saved as .gif or .jpeg files.
3. Only colors within the designated color palette will be used for graphic images.
4. With the exception of hyperlinks, all body text (text not used in graphic images) will be QU brown (Pantone 161, white, or dark gray).
5. No animated objects will be used on official pages without prior approval by the Websites Unit at the External Relations Department.
6. The official Qatar University logo will be used only on official University pages and is not to be changed in any way.
7. Graphics and photographs will be chosen in relevance to and to enhance the informational content of the page.
8. The Communications Section at the External Relations Department will be responsible for maintaining an approved library of photographs for use by content managers on official pages. Content managers who would like to use their own photos may do so with prior approval from the Communications Section.
9. Frames will not be used on any official page.

4.5 Approval Process for New and Changed Materials on the Official Website

1. Requests for new websites or significant changes to existing websites should be approved by the highest authority in the respective organizational unit.
2. Materials will be developed, changed and tested on the test server. A test site will enable web administrators to complete their work prior to its publication on the University's public web server.
3. All new, changed or updated materials to official University pages will be reviewed prior to publication on the University website by the content manager. If the material

is new or substantially changed, it also will be reviewed by the content manager at the External Relations Department. The review process will check for language, style, and conformance with design standards and technical functionality. The content manager at the External Relations Department may edit textual and design elements to bring them in line with established style and professional standards used in other official Qatar University publications. Alternatively, the material may be returned to the website owner for additional work if necessary. When the material is approved by the content owner and, if necessary, by the External Relations Department, it will be published on the official website.

4.6 Priorities of Service

The Websites Unit Head and staff will operate under the following priority system:

1. Events and other date-bound materials will receive first priority.
2. "University-wide" materials will receive second priority.
3. Materials for individual offices and academic departments will be third priority.
4. Help with personal web page development will be the fourth priority. First served will be faculty when class materials are involved, then students and other groups.

4.7 Website Access and Responsibility for Protecting Website Security

1. A system of permissions will be adopted and used to protect the security of the university website.
2. Those with full permissions to administer a site will be limited and will be designated by the Department of Information Technology Services and by the Websites Unit as necessary to maintain the site.
3. Permissions for web administrators will be limited to their areas of responsibility on the website.
4. All employees with full or limited permissions to the university website are responsible for taking all reasonable precautions to protect both the public and developmental website areas from vandalism, hacking and accidental alteration. This includes not sharing computer account information or passwords with others and carefully monitoring access to personal computers in shared work areas.

5. Outsourced website development services must be approved and coordinated with Department of Information Technology Services and the External Relations Department.

4.8 University Website Committee Responsibilities

1. The University Website Committee will be responsible for overseeing, interpreting and revising current website policy.
2. The University Website Committee will be responsible for adding new policies necessary to respond to new technology or emerging issues pertaining to website operation in general or to the university website in particular.
3. The Committee will meet as necessary to resolve any questions, problems or grievances concerning website policy, management or other issues that may arise concerning the website's maintenance and operation. If deemed necessary, the committee will ask for the guidance or instruction of the University's Information Technology Steering Committee in resolving an issue of importance.

4.9 Grievance Procedure

1. Issues or grievances may be brought to the website committee for resolution by contacting either a committee member or the websites unit head.
2. The committee member contacted will be responsible for calling a meeting within two weeks and sharing the individual's concern with the committee. The individual with the concern may choose to present his/her issue to the committee for discussion and/or resolution or to have it presented to the group by another party.
3. The Committee will discuss the matter before it, then decide on an appropriate course of action to address the issue or concern if necessary.
4. If necessary, the issue may be tabled for a reasonable time pending further research and study by the Committee.
5. If the Committee decides it cannot resolve a grievance or problem, or, in the case of a conflict of interest, is not the appropriate body to resolve the grievance, it may refer the issue to the University's Information Technology Steering Committee for resolution.

4.10 Website Development Procedures

4.10.1 What Types of Websites can be Requested?

- Newly established departments/offices
- Conferences, symposiums and other major events
- Newsletters
- Adding a page to an existing website

4.10.2 Preparing Content

Content must be presented as a soft copy and in an organized and clear format regardless of request type. This will eliminate unnecessary delays to back and forth content amendment communications. Request will not commence unless content is fully prepared and provided.

Content editors must use their access to Site Studio to respond to modifications requests from their corresponding organizational units following the guidelines in Appendix B.

4.10.3 Communication Methods

Requests must be made by email. Phone requests will be considered as an informal notice, but an official email request is expected to follow. Website requests should be sent to website_feedback@qu.edu.qa

4.10.4 Website Request Types

** Each request has specific requirements below*

- Modifying an existing page
- Creating a new page/Adding a new link
- Creating a static website
- Applications (subject to approval)

4.10.5 Requirements for Modifying an Existing Page

1. Provide the URL for the intended page. This will save time and ensure the correct page is being updated. For example, <http://www.qu.edu.qa/students/index.php>
Requests such as “Add x content to the Research Forms page” are not preferred.
2. Submit finalized and approved content as a soft copy with or shortly following your request.

4.10.6 Requirements for Creating a New Page/Adding a New Link

1. Provide an exact URL to the intended website with a clear indication of where to place the new link to the new page.
2. Submit finalized and approved content as a soft copy with or shortly following your request.

Note: The page must be created and content must be entered before linking to the page (publishing it online).

4.10.7 Requirements for Creating a New Website

** Please take extra time and care in organizing content for this request.*

1. The websites' structures must be categorized clearly. A website structure refers to the main navigational links and any sub link connecting sub pages.
2. Indicate clearly which content should be placed in which page.
3. Select a template from available options at the Website Unit.
4. Please check sample request for static website in appendix A.

4.10.8 Requirements for Creating Applications

Please prepare a detailed explanation of your application requirements prior to a meeting with the Website's Unit Head.

Please provide the exact URL of the page from which you wish to link your application. If you are adding an application to a new website or page, please indicate the page title.

Appendix A

Sample Website Request:

This structure is an example of a newly established office

Website's Structure:

Home

About Us

Programs *

- **Program 1**

- **Program 2**

- **Program 3**

Contact Us

Content:

Home

Welcome to the home page. Some content will be present here. And below is a table that will be placed in this page:

Title goes here	Title goes here	Title goes here
Info goes here	Info goes here	Info goes here
Info goes here	Info goes here	Info goes here

In addition, please don't hesitate to contact us **here**. (this will link to the **Contact Us** page).

About Us

Some info about us will be present here. This page will also have some pictures in it in the following manner:



Some other info about our doctrine to conduct great business will be here and as follows:

- Be creative
- Envision
- Organize and set your steps
- Go after your goals

Programs

* In this case, "Programs" has 3 distinct sub-sections. There are 2 possible ways to include this content:

1. If at all necessary, each could have its own page with a link provided from the "Programs Homepage" to link to it. Each of these pages should be constructed in the same manner as the previously explained pages (Home, About Us).
2. Sub programs could be included in the same "Programs Homepage" one under the other.

Contact Us

Contact information will be here.

Appendix B

Luminis Content Management System F.A.Q's

General Questions

What is LCMS?

LCMS (Luminis Content Management System) is an extension system built on the Luminis Platform along with the Portal to manage QU's website and portal content from one place, the Site Studio.

What is Site Studio?

Site Studio is the System used to access LCMS, technically. However, LCMS and Site Studio are two interchangeable terms that work together to perform one function, editing and managing website and portal content.

How is LCMS going to replace the Dreamweaver/Contribute updating system?

In many ways:

- Files, documents, and images are much better organized.
- It allows for template flexibility. Each college could have the choice of their college's template. Certain specifications can be applied upon request within reasonable levels of adjustment.
- Incorporating the use of "components" (explained later).
- It allows designation of a group of individuals to manage a certain website and that website only.
- By allowing for a comprehensive workflow.
- Content updated through LCMS will reflect on both the website and the portal at the same time.
- It centralizes content, eliminating duplication.

How long does it take to create my website on LCMS?

Typically, a period of seven to ten work days is required to publish a website, provided that content is already prepared and organized in a Word document, including the required images. Then, this process would include:

1. Finalizing the choice of template
2. Adding content
3. Applying adjustments to the template
4. Approval

What do I have to prepare for if I want to create my site on LCMS?

Building your website requires thorough planning. At Qatar University, our aim is to deliver clear messages, and well organized content. Departments/offices should present their organization in a well constructed format. The steps below are typical for building a site:

1. Deconstruct the department/office's content into a logical set of menu items.
2. Prepare the content (text/pictures) for each menu item

Will I be able to use LCMS to create and update my website's pages?

As long as you have a QUID and an approval from the head of the entity you represent, yes.

What kind of training will be provided?

Depending on the role assigned to you, different training material will be delivered. Typically, for "Content Contributors" training will include:

1. How to create a new page.
2. How to create folders.
3. Adding/editing and removing content to and from the page and folders.
4. Submitting work to be published.

What are the different roles available in LCMS and what are the differences between them and their responsibilities?

Regardless of the role requested, your department's website will become your responsibility to maintain and update. Depending on the role requested, and upon consultation to determine your experience in website understanding and making, different training will be delivered to you.

Workgroup Manager (WGM): The key person responsible for the site. The WGM can decide and edit the navigation of their entity's site, be able to create, delete, and edit folders and components, be able to add users from within the entity (after requesting to add a user from the System Admin at the Websites Unit) to assist in the task of updating the site or designate a Content Manager who would maintain a section of their site, and finally, be able to add, edit and delete pages/web documents.

Content Manager (CM): This role is an optional role depending on the size of your entity and its website. Usually it is skipped and WGM only assigns Content Contributors. Nonetheless, if assigned, the content manager will become the key person responsible for a major section of the entity's website. The CM will also be able to add, edit and delete folders and files on Site Studio, as well as assign new Content Contributors to assist in maintaining their section's website within the entity's website.

Content Contributors (CC): The CCs are the persons performing the updates required for

the entity's site. They can add, edit, and delete pages. They are also the key persons that come up with recommendations for management to improve the site should there be a better presentation opportunity present.

What are those things called "components"?

"Components" are a very useful concept. Suppose you have some text that you would like to use in three different places, but you would like to edit it from one place. You could create a "component", and place your content in that component. Once the component is created and has content placed inside it, it could be inserted into multiple pages through the WYSIWYG Editor.

Technical Questions

What is the difference between a template, layout and a page?

Template: The fundamental design upon which layouts can be created to build pages. Areas are defined in the template. For example, the page top is reserved for the banner. The middle will contain the content and menu. The bottom is the footer.

Layouts: Each college may choose from a set of layouts. For example, College X has its menu on the left, College Y has the menu on the right. These are two different layouts.

Pages: Once layouts are created, they are initially empty. After they are filled with content, they become pages.

What is CSS?

In HTML and web coding environments, Cascading Style Sheets (CSS) help in controlling a website's look and feel from one file. For QU's website, each college has a respective CSS associated with it to define its colors. Each layout has a separate CSS for it to define menu and mini banners positions. The main QU Template has yet another CSS to define font sizes and spacing between the page's items (menus, content area, banner, footer...etc).

Can I modify my college's CSS?

Not by yourself, but you can request to have it modified by the Websites Unit. Depending on the nature of your request, modifications are subject to approval.

Can I modify my college's layout?

Not by yourself, but you can request to have it modified from the Websites Unit. Depending on the nature of your request, modifications are subject to approval.

Can I request to have my own template and layout created?

Yes, only if there is an absolute necessity to classify your website as a special website that needs a separate template. Please consult with the Websites Unit at External Relations.

Do I need to know HTML to use LCMS?

You don't have to, but it is recommended. Once in edit mode, at the bottom of the WYSIWYG Editor, the option to edit content in the HTML view is present and accessible to Content Editors/Contributors for use. It is very helpful if you knew basic HTML tags to understand how your content is constructed.

Can I use Flash?

Yes. Please consult with the Websites Unit for your needs.

The editor is not coming up on my browser, what should I do?

Make sure you have the latest Java Plug-in installed for your browser:

<http://www.java.com/en/download/installed.jsp>

Who do I contact for help?

The Websites Unit at the External Relations Department.

PL-External Relations-005: Broadcast Email Policy

Contents: <ul style="list-style-type: none">▪ Policy Description▪ Who Should Know This Policy▪ Policy Sections	Version Number: 1.0
	Effective Date: March 1st 2009
	Reviewed by EMC on: the 5th meeting, 8 & 12 January 2009
	Approved by the President on 12 January 2009

Policy Description

For a large university like QU, there is an ever-present need for quick, efficient means of communicating both day-to-day and urgent messages. Experience has shown that Email is the method which reaches the greatest number of people, receiving the widest margin of timely acknowledgment and compliance. This policy is set forth to ensure a standard of quality and expectation for Qatar University broadcasts; it serves as a set of guidelines for administrative parties composing a broadcast, and as a reassurance that received broadcasts will be of an important and relevant nature.

It is worth noting that in general, people do not like to receive and have no time to read unsolicited email.

Who Should Know This Policy

- President
- Vice President
- Legal Advisor
- Dean
- Director/ Departmental Head
- Faculty
- Accounting/ Finance Personnel
- Student
- All Employees

5.1 Introduction

The use of mass email communications should be restricted to university emergencies or other urgent and necessary information and be used sparingly. The External Relations Director will be responsible for determining whether an email broadcast is appropriate upon submission of each request.

5.2 Broadcast Content Guidelines: Appropriate Topics

Appropriate broadcast topics include, but are not limited to:

- Urgent matters such as natural disaster alerts, power shutdowns, or computer system threats
- Changes in policy or administration which are relevant and important to the whole University community or the emailed segment.
- Important financial, administrative and academic deadlines
- Administrative announcements
- Research call for papers
- Condolences for deceased QU staff or any of their first degree relatives, siblings and spouses.

Inappropriate broadcast topics include, but are not limited to

- The announcement of events (an events announcements email account that QU members may unsubscribe to if they wish, is used for emailing events announcements)
- Club or group information
- Commercial mailings or solicitation
- Personal messages

5.3 Additional Criteria for Email Messages

1. Header: the following header should be used in English and Arabic

Broadcast Email

From:

To:

Subject:

2. Email Subject: The Subject line must be descriptive.
3. Email Body:
 - All broadcast messages addressing the bilingual QU community or part of it should be sent in both English and Arabic.
 - The Arabic message should precede the English message
 - Where appropriate, the name, email address, and phone number of a person to contact should be contained in the message.
 - The broadcast message must use QU's official font styles and colors.
 - The broadcast message must use sound grammar, professional language and good writing skills in Arabic and English.
 - Messages should be brief and to the point, and provide instructions on how additional information can be obtained.
 - The message should be proofread for spelling, grammatical and content errors.
 - The computer used for broadcast should be very well secured against Viruses, Worms, Trojans and the like.
 - The sender of broadcast should send to himself to make sure no embarrassing or annoying issues are due to that email.
 - Getting the message approved by a "Second Opinion" prior to sending it is always a good practice prior to sending public announcements
 - The same broadcast email should not be sent more than once without a sound justification to do so.
 - The External Relations department reserves the right to edit a broadcast message in the scope of fixing grammatical or spelling errors.
4. Attachments: any attachments to a broadcast message should use common software available as a standard on most computers, such as .doc, .txt, .rtf, or jpg.

5.4 Procedures

Broadcast emailing requests from faculty, staff or students must be approved by the head of the relevant unit, department or college and by the External Relations Department. The External Relations Department will consider whether the request is appropriate in light of the criteria and guidelines noted above. Except in emergencies, lead time of one working day is required for any mass emailing.

If the request is approved, the External Relations Department who will have the message distributed to the appropriate recipient group and notify the requestor that the message has been sent. For those messages not deemed appropriate for mass distribution, the requestor will receive a message indicating this.

Broadcasts and group emails may be sent from any of the following offices at the discretion of the each of the office Heads:

- The offices of the Deans; for college-wide broadcasts
- The External Relations Department; for campus-wide broadcasts and other sub-groups
- The Department of Information Technology Services; for system shut-down, internet service interruption or any other information technology related notices.

PL-External Relations-006: Fundraising Email Policy

Contents: <ul style="list-style-type: none">▪ Policy Description▪ Who Should Know This Policy▪ Policy Sections	Version Number: 1.0
	Effective Date: March 1st 2009
	Reviewed by EMC on: the 5th meeting, 8 & 12 January 2009
	Approved by the President on October 10, 2008

Policy Description

The term "fundraising" used in this policy refers to all *solicited* funding or gifts from government and non-government sources including funding from corporations as well as private donors.

Who Should Know This Policy

- President
- Vice President
- Legal Advisor
- Dean
- Director/ Departmental Head
- Faculty
- Accounting/ Finance Personnel
- Student
- All Employees

6.1 Purpose

The purpose of this policy is to organize the University's fundraising activities and assist colleges in maximizing their fundraising potential, as well as to ensure that:

1. All university fundraising is consistent and conducted in accordance with best practices.
2. Donors and sponsors are properly documented and acknowledged.
3. A high level of coordination exists between colleges through the External Relations Department, and the University looks and acts like one united institution.
4. All campaigns and appeals receive the support and endorsement of the university.
5. Fundraising is limited to projects that cannot or should not be covered by the University budget for sound reasons.

6.2 Scope

Members of the university community are expected to understand and follow the policy and procedures contained in this document to ensure all fundraising activities are consistent with the University's interests. The guidelines in this policy apply to the activities of any dean, director, chairperson, faculty or staff member, or student group, who undertakes any fundraising in the name of the University from non-university sources, or who seeks to establish a fundraising program.

This policy does not apply to:

- Sponsorship of research projects through NPRP, UREP or other established research funds.
- To unsolicited support in the form of donations or gifts in kind for which a separate policy has been developed.
- Non-monetary support by organizations for events and conferences such as sponsoring a meal, keynote speaker or other activities.

6.3 Policy

- The Partner Relations Section of the External Relations Department is the University's internal consultant on all matters related to fundraising. It provides advice and support as necessary on issues such as fundraising plans, prospective sponsor research, sponsorship schemes, fundraising approval forms, and coordination of fundraising activities.
- Partner Relations is responsible for coordinating fundraising activities while individual units (colleges, programs, centers etc.) implement the actual fundraising campaign or activities.
- The initiation of fundraising efforts starts with a plan approved by the dean/director in charge.

- Acknowledgment of donors is the responsibility of the External Relations Department.
- All external funding will be confined to funding amounts of QR 50,000 or more as the total fundraising campaign target amount, and to amounts of QR 20,000 or more from each sponsor. Funding requirements less than QR 50,000 must be financed internally within the university budget.
- Solicitation of funding or/and sponsors in excess of QR 50,000 and less than QR 500,000 should be approved by Vice-President for Administrative Affairs and Chief Financial Officer (VP&CFO) and in coordination with Partner Relations, External Relations.
- The VP&CFO shall submit to the President any fundraising campaign with a goal of QR 500,000 or more, for review and approval.
- Revenue generated from such sponsors shall be credited to the initiating department or to a special fund for the sponsored project.
- All fundraising activities should conform to established University rules and policies and should be in line with the university vision and mission.
- Letters, brochures, fundraising packs and all materials to be used in fundraising campaigns must include the logo of Qatar University.
- Qatar University acknowledges that a policy of this nature may not anticipate every possible issue that may arise with respect to fundraising activities. As a result, the University reserves the right to modify this policy at any time.

6.4 Procedures

- Obtain and complete a Fundraising Proposal Form. The form must state:
 - ❖ The objective of the fundraising effort
 - ❖ Monetary goal
 - ❖ Budget plan
 - ❖ Previous fundraising history should be noted on the form as well.
 - ❖ Suggested names of all people to be associated with the campaign, e.g. campaign committee members and the "Asking Team" members.
 - ❖ An indication of prospective donors and reasons for choosing them.
 - ❖ Draft materials, e.g. campaign case statement (what is needed and why it is needed).
 - ❖ All benefits proposed to be offered as recognition to sponsors.
 - ❖ Campaign timelines
- The concerned unit should formulate its fundraising plan and fill in the form internally or with the help and guidance of Partner Relations.
- Once approved by the dean/director, the completed proposal form is forwarded to ER to check for consistency with the policy, suitability of prospective sponsors and budget plan. After finalization in coordination with the requesting unit, ER will forward it to VP&CFO for review.
- The VP&CFO will review the request and depending on the nature of the request, either approve the activity, not approve the activity, or require changes.

- Written notification indicating the status of the request is issued by Partner Relations.
- Fundraising plans for any amount in excess of QR 500,000 will be forwarded by the VP&CFO to the President for final approval.
- Proposals are reviewed on an annual basis. Proposals must be received by May 1st of each year for consideration the following Academic year. Emergency fundraising requests will be handled on an as-needed basis.

-End of Policy-

PL-External Relations-007: Donations Policy

Contents: <ul style="list-style-type: none">▪ Policy Description▪ Who Should Know This Policy▪ Policy Sections	Version Number: 1.0
	Effective Date: March 1st 2009
	Reviewed by EMC on: the 5th meeting, 8 & 12 January 2009
	Approved by the President on 12 January 2009

Who Should Know This Policy

- President
- Vice President
- Legal Advisor
- Dean
- Director/ Departmental Head
- Faculty
- Accounting/ Finance Personnel
- Student
- All Employees

7.1 Introduction

Qatar University (QU) welcomes donations to fund activities that support teaching and research excellence, and provide financial assistance for students. The External Relations Department is responsible for coordinating, administering, and tracking all donations made to Qatar University, as well as acknowledging and recognizing donors.

A “donation” or a “gift” is a voluntary, unsolicited transfer of cash, gifts-in-kind or property. Unlike “fundraising” for which another policy is in place, donations are not solicited but rather voluntarily initiated by the donor.

7.2 Purpose

The purpose of this policy is to outline the kinds of donations/gifts Qatar University will accept, and to ensure that:

- An informed decision is made as to the acceptance of a donation;
- A donation is receipted in accordance with legal requirements;
- Best practices and procedures are followed
- Processes and procedures facilitate a pleasant interaction, encouraging donors to make future donations.

7.3 Scope

This policy applies to all individuals accepting donations for Qatar University, as well as QU units including:

1. Departments, offices, centers, and programs
2. Associated students, and student clubs/union
3. University-affiliated support groups such as the Alumni Club and advisory boards
4. Donors (individuals, corporate, government body)

7.4 Policy

7.4.1 Regulation

- The Partner Relations Section is the University's internal consultant on all matters relating to donations. It provides advice and support as necessary on issues such as gift appropriateness, donor acknowledgement and donor history.
- Partner Relations is the coordinating unit for potential and accepted donations, while individual units (colleges, programs, etc...) implement the actual donation acceptance communication.
- The Vice President and Chief Financial Officer and the External Relations Department are responsible for:
 - Coordinating donations
 - Coordinating the efforts to assess a donation's acceptability
 - Administering all donations
 - Donor recognition
 - Liaising with the Finance Department to direct the donation (if in cash) to the right account
- Funds raised or received for any university unit must be deposited into the University's private account.

7.4.2 Donations Acceptance

Acceptance of donations requires regulation to ensure that a donation is more of an added value than a liability to the University.

- It is the policy of Qatar University to accept donations or gifts-in-kind that are determined by the University to be of benefit to the students, employees, alumni, or public it serves. Donations accepted by QU must:
 - Be straightforward, fair, and in accordance with Qatari laws and QU policies and procedures.
 - Be used to support QU's mission and academic priorities.
 - Use designated donations for the purpose for which they were given.
- The Vice President and Chief Financial Officer is responsible for determining the acceptance of donations and gifts-in-kind to QU for amounts QR 500,000 or less
- The President is responsible for determining the acceptance of donations and gifts in kinds to QU for amounts more than QR 500,000.
- Before accepting a donation, the QU representative receiving the donation will consult with the External Relations Department to ensure

compatibility with relevant QU policies. This must be done prior to making a decision regarding a donation that:

- May expose QU to uncertain and potentially significant liabilities.
 - May have come from illegal activities.
 - Involves a proposal to name in recognition of a donation.
 - Presents questions of appropriateness due to an unusual nature.
 - May involve a conflict of interest.
- The External Relations Department will work with all donors and recipients in Qatar University to ensure that the terms of reference for all donations are satisfied. The External Relations Department will ensure that the VP&CFO has been consulted prior to donation acceptance and will notify the recipient upon VP&CFO confirmation.
 - Qatar University retains the right to decline the offer of any donation or gift in kind. The refusal may be the result of difficulties in administering the gift, conflict with public policy, environmental issues associated with the gift, illegal nature of donation/gift, the gift is not in accordance with QU's mission and core values, or other factors that deem the donation/gift unacceptable.
 - Appraisal, shipping and other related expenses for gifts-in-kind are the responsibility of the donor unless otherwise approved by the Vice-President & CFO, External Relations Department or designate.
 - An undesignated donation shall be used for such purposes as QU judges will best advance its mission and academic priorities.
 - A designated donation shall be used for the purpose for which it was given. In the event that future circumstances render the continuation of the purpose impractical or undesirable, QU may use the designated donation or income generated there from for such other purposes as will, in QU's opinion, honor, as nearly as practical, the original intent of the donor(s).

7.4.3 Donations Acknowledgment and Donor Recognition

- All QU transaction records related to donations must be archived at the Partner Relations Section, External Relations and Finance Department.
- The External Relations Department will acknowledge all donations. To avoid duplication of effort, an individual or department wishing to acknowledge a donation must first contact External Relations.

- All donors will be recognized and thanked. The extent and type of recognition depends on the value of the donation and will be planned taking the wishes of the donor into account. QU will honor a donor's request to remain anonymous.
- A donor is entitled to the following, upon request:
 - Any information about QU that is considered to be in the public domain, such as annual reports & financial statements.
 - A copy of the QU Donation Acceptance Policy.
 - Information as to how QU intends to use their donation, or a report as to how their donation has been expended.

7.5 Procedures

- When approached by a potential donor, the concerned person/unit will refer to the University Donation Acceptance Policy and consult with the Partner Relations Section, External Relations for all matters related to the potential donation.
- The concerned person/unit will complete the Donation Acceptance form (available at Partner Relations).
- **All donations** must include a letter of intent from the donor specifying donation details, including the reason for donation and date by which donation is due. **Gifts-in-kind** must include supporting documents (QR value (as estimated by Finance Department), warranties if any, user-guide(s), supplier information & donor declaration).
- Once approved by the dean/director, the completed Donation Acceptance form is to be forwarded to External Relations for cross checking against policy, and forwarded once approved and finalized to the VP&CFO for review or the president for donations exceeding QR 500,000 in value.
- The VP&CFO will review the donation acceptance form, and depending on the nature of the gift, will either accept or decline the donation.
- Written notification indicating the status of the donation acceptance request will be issued by the External Relations Department. Approved donation requests will be processed in line with QU policies & procedures.
- QU will acknowledge donors as deemed appropriate by QU.

PL-External Relations-008: Newsletters Policy

Contents: <ul style="list-style-type: none">▪ Policy Description▪ Who Should Know This Policy▪ Policy Sections	Version Number: 1.0
	Effective Date: March 1st 2009
	Reviewed by EMC on: the 5th meeting, 8 & 12 January 2009
	Approved by the President on 12 January 2009

Policy Description

This policy and its procedures are a charter for QU's four main publications issued by the External Relations Department (ERD).

Who Should Know This Policy

- President
- Vice President
- Legal Advisor
- Dean
- Director/ Departmental Head
- Faculty
- Accounting/ Finance Personnel
- Student
- All Employees

8.1 Introduction

The External Relations Department publishes four newsletters; *Al Haram Al Jamie*, *Tawasol*, *Campus Today*, and *Campus Life*. Each of them has its own role and audience.

These policies aim at explaining the nature of each newsletter, including its mission, rights, and responsibilities towards respective parties. They mandatorily govern only ERD's newsletters, not publications of other offices of the university. However, they can be applied to any other newsletters if the responsible department would like to do so.

8.2 Al Haram Al Jamie

8.2.1 Definition

Al Haram Al Jamie is a monthly Arabic print magazine issued by QU's ERD. It includes QU's most important news, activities, and articles written by QU community members. It is available in both print and electronic form.

This newsletter is viewed as a linkage connecting Qatar University community members with each other. It also reflects life in the university to external stakeholders and community. The newsletter includes investigations and a detailed coverage of some issues of concern to Qatar University community members, in addition to various relevant topics that are continuously updated.

The newsletter is issued monthly from October until the end of June or July, depending on the date of the graduation ceremony when the last edition is usually issued. The ERD prints 2000 copies of each issue, which are distributed among students, faculty members and other external organizations and stakeholders.

The newsletter includes both paid and free advertisements, subject to the University's advertising policy.

8.2.2 Advertising in Al Haram Al Jamie

Advertising QU programs and campus projects is free with coordination from the Communications Section at the ERD. Organizations outside the university can also advertise in *Al Haram Al Jamie* against the following fees:

Full interior page	3000 Qatari Riyals
Exterior back cover	6000 Qatari Riyals
Interior back cover	4000 Qatari Riyals
Interior front cover	5000 Qatari Riyals
Two opposite pages	5000 Qatari Riyals

Printing Measures:

Al Haram Al Jamie is printed on A4 sheets of paper. Furthermore, the advertisements appear only on one full page. The size of the advertised page is 200 mm X 280 mm.

Submission Conditions

Advertisements are to be submitted in PDF or JPG formats on a CD before the 15th of the month preceding publication of the contracted issue.

8.2.3 Editorial Policy

1. It's the readers' right to receive the University's news in a clear and accurate manner.

2. *Al Haram Al Jamie* references all published materials to a clear and responsible source. Consequently, only this source is responsible for the truth and the accuracy of the published materials.
3. It's the university departments' right to benefit from the newsletter by publishing their news and activities.
4. *Al Haram Al Jamie* reserves the right not to publish any news if it is found inappropriate by the editing team.
5. *Al Haram Al Jamie* reserves the right to publish any photo taken during an activity or an event where a photographer is officially requested by the department organizing the activity. Those who do not want their photos to be published must notify the responsible editor or the photographer to exclude their photos before publication of the newsletter, and the University shall not be held responsible if otherwise.
6. The newsletter's editing team have the right to re-word the news or articles they receive for editorial or artistic reasons without changing the content, while preserving the author's right to have his/her name attached to the article.
7. The topic of the cover and the free advertisements posted in the newsletter shall be determined by the editorial team and will be affected depending on the importance of the topic.
8. While *Al Haram Al Jamie* seeks to be a balanced newsletter that includes news about all university departments, this does not necessitate including a piece of news about each department in each edition; published news reflects the activity of the department it refers to.
9. Students can participate in editing and providing photographs. They can also train with the team at any stage of preparing the newsletter. The editorial team is authorized to select contributing students as part time ER employees, trainees or one-time contributors.

8.3 Tawasol

8.3.1 Definition

Tawasol is a newsletter that presents the news of Qatar University's reform project. It is issued in both Arabic and English. At the end of each semester, 1500 copies of each edition are distributed among faculty, staff and some relevant external organizations. *Tawasol* mainly targets faculty, staff, and parties interested in educational matters and education development at Qatar University.

Tawasol pursues documentation of the important projects, achievements, and the steps resulting from the reform project. At the same time, it seeks to present this information to readers, objectively focusing on the positive aspects of each project and its benefits to the University's community. Additionally, it includes articles and opinions addressing different educational aspects, especially the development of education in Qatar and the region.

8.3.2 Editorial Policy

- 1 To include accurate and objective information about the University's activities, accomplishments and different future projects.

- 2 To consider publishing what Qatar University community members write.
- 3 To support colleges, academic programs, research centers and all University units in terms of shedding light on their projects and achievements and highlighting the positive results of the reform project.

8.3.3 Editorial Team Authorities

- 1 To choose the topics appropriate for publishing and to choose editions where each topic or article would be published.
- 2 To reject or edit any article or report with regards to its length, language or grammar, provided that the editor will not change the integrity and coherence of the original text.
- 3 To reject publishing any article or report seen by the editorial team as something that may include libel or that may negatively affect the University's reputation or any of its members without justification.

8.4 Campus Today:

8.4.1 Definition

Campus Today is an Arabic language daily electronic newsletter that focuses on presenting university news to readers inside and outside the university.

8.4.2 Editorial Policy

- 1 The newsletter focuses on presenting and documenting the events without going into details; this is left to other publications.
- 2 Each edition includes a maximum of five topics and a minimum of three daily, to be carefully selected, especially when there are more than five topics.
- 3 Selection of news, topics, photographs, and the arrangement of these according to their importance and priority is the responsibility of the newsletter editor.
- 4 *Campus Today* maintains the right to publish any photo taken during an activity where a photographer is officially requested by the department that organized the activity. Those who do not want their photos published must ask the responsible editor or the photographer to exclude their photos before publication of the newsletter, and the University is not considered responsible afterwards.
- 5 The newsletter seeks to present events that took place during the same week and future, aiming to include the most up-to-date news.
- 6 *Campus Today* is open for all Colleges, Departments, Centers and different Units to publish their news.
- 7 News pertaining to Qatar University members that is not directly related to their work at the university may be published in the newsletter as long as it helps in bringing out a positive image of the university. This will be decided by the editor who assesses publishing appropriateness of the topic in consultation with the Director of the Department.
- 8 Publication of news of the university community members is decided by the editorial team and the External Relations Department, not by the individuals themselves.

- Furthermore, contributions may be published without prior permission as they are deemed part of their message towards the University and the community at large.
- 9 “Campus Today” references all published materials to a clear and responsible source. Consequently, only this source is responsible for the credibility and the accuracy of the published materials.
 - 10 The newsletter doesn’t receive or accept authors’ articles or opinions because this does not fall under its obligations.
 - 11 The Newsletter’s editor preserves the right to re-word the news according to the External Relations Department’s vision, which is in alignment with the broad vision of the University while keeping the integrity and the spirit of the text.
 - 12 The newsletter offers daily coverage of the university’s news. However, it is not responsible for covering any event that is not reported by email at least one day in advance.
 - 13 While *Campus Today* seeks to be a balanced newsletter that includes news about all departments of the University, this does not necessarily mean including a piece of news about each department in each edition; published news reflects the activity of the department it refers to.
 - 14 The newsletter will correct any mistaken news according to the news source published on the University’s website. However, it will not re-send the newsletter again to the subscribers after the correction has been made.
 - 15 Students can participate in editing and providing photographs. They can also train with the team at any stage of preparing the newsletter. The editorial team is authorized to select contributing students as part time ER employees, trainees or one-time contributors.

8.5 Campus Life

8.5.1 Definition

Campus Life is a weekly English electronic newsletter published every Sunday. It includes news and reports about life diversity at the University, including academic, research, and students’ activities. In addition, it provides an agenda of the events and various activities that will take place at campus during the week following publication of the newsletter. A printed edition of the newsletter is also published monthly seeking the same goals and strategies.

8.5.2 Editorial Policy

- 1 To establish close collaboration between the Newsletter and university departments in order to obtain and verify news and information for publishing purposes.
- 2 The newsletter has the right to publish any photo taken during an activity where a photographer is officially requested by the Department organizing the activity. Those who do not want their photos be published must notify the responsible editor or the photographer to exclude their photos before publication of the newsletter, and the University shall not be held responsible if otherwise.

- 3 The newsletter will correct any mistaken news according to the news source published on the University's website. However, it will not re-send the newsletter again to the subscribers after the correction has been made.
- 4 *Campus Life* welcomes news about Qatar University community members and their different activities. However, the editor will select the news and the way it is published according to university media strategy and respective priorities.
- 5 Besides publishing news reports, the printed version gives the opportunity to the university community to publish their intellectual contributions according to the standards set by the editorial team and the External Relations Department.
- 6 The newsletter's editor maintains the right to re-word the news in terms of language and format without referring back to the source as long as the original text integrity is preserved.
- 7 Students can participate in editing and providing photographs. They can also train with the team at any stage of preparing the newsletter. The editorial team is authorized to select contributing students as part time ER employees, trainees or one-time contributors.

8.6 Grievances

If any party wishes to submit a complaint regarding material published in one of the newsletters mentioned herein, s/he may contact to the editor of the newsletter. The complaint must also be forwarded to the editor in case it is reported to any member of the editing team.

The complaint shall include:

- a. A clear statement specifying which of the policy's sections is violated.
- b. A summary of the complaint including any communications or supporting documents.
- c. A complete copy of the article bearing the date of issue, if possible.

The response to the complaint should be presented within 10 business days starting from the date it was received.

If the party is not satisfied with the response, a committee is to be formed by a decision from the Vice President of Administrative Affairs to look into the complaint.

Any apologies should be published following media grievance procedures in the State of Qatar.

A copy of such apologies shall be kept with the Director of the External Relations Department.

8.7 Editing Responsibility

The editor and the editorial team shall be mutually and jointly held responsible for the content and the editorial check of the newsletter before the External Relations Department.

8.8 Newsletter Development

The editorial team of each newsletter is responsible for discussing the development of the newsletter and presenting the recommendations in this regard to the Director of the ERD, who is responsible for managing the budget of the newsletters as well.

8.9 Training and Support

The editor of each newsletter is responsible for providing a workplace, employment, and retention of writers and volunteers for the editorial team in coordination with the Director of the ERD. Furthermore, the Communication Section of the Department is responsible for designing and printing the newsletters. The editorial team and the ERD shall keep five copies of each edition of the newsletters.