

**WILLIAM PATERSON UNIVERSITY**

**Student's Guide**

**To**

**Student Employment**



Your piece of the pie starts with STUDENT EMPLOYMENT!

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# INTRODUCTION

## PURPOSE

The Student Employment Handbook has been prepared to provide students with information regarding the current policies and procedures for the Federal Work-Study and Community Service programs at William Paterson University. Please review the information in the Handbook and retain it as a reference guide.

## EQUAL EMPLOYMENT OPPORTUNITY

William Paterson University is committed to the principles of equal employment opportunity, where employment decision is based upon personal capabilities and qualifications without discrimination because of age, gender, sexual orientation, race, color, creed, religion, ethnicity, national origin, citizenship, marital status, disability status with regard to public assistance, membership or activity in a local commission, or any other protected class status under applicable local, state or federal laws.

Please address any questions to the Student Employment Office in the Financial Aid Department. Zoya

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Office of Financial Aid

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## Hours of Operation

We are located in the Financial Aid Office.

For Federal Work Study inquires, go to Morrison Hall, Room 101.

### Fall / Spring Hours

Mon - Fri 8:30 A.M. - 4:30 PM

### Summer Hours

Mon - Thu 8:00 A.M. - 5:15 PM (beginning May 21, 2018)

*The University is closed on May 28th (Memorial Day) and July 4th (Independence Day).*

## STUDENT EMPLOYMENT

The Office of Financial Aid administers the Federal Work-Study program. Students assigned to this program are paid hourly according to the pay scales of the Student Employment Job Classification System.

FWS awards are not included in your initial award letter. New students must apply by attending one 45-minute employment seminar which commences in late August for the upcoming Fall semester. Continuing students may search for available jobs by logging into Trailblazer for students.

Most campus jobs are listed on **Trailblazer for students** in late August for the Fall semester, but additional opportunities may be available at mid-year when schedules change. Students seeking campus employment must **attend one scheduled 45 minute employment workshop/ seminar**. A schedule of seminars can be found on our homepage under the student employment tab. It is important to note that funds and/or jobs may be limited and, consequently, jobs are awarded on a first-come, first-served basis.

## WORK SCHEDULE

1. Students are not permitted to work during their scheduled classes.
2. Work schedules are arranged by the student and the supervisor. To ensure that work schedules do not interfere with academic performance it is strongly recommended that students work no more than 12 hours per week.
3. Under the Federal Work-Study Employment Program, students may work up to 12 hours per week while classes are in session and up to 20 hours per week during breaks and holidays if funds are available.
4. Students cannot work more than 7 hours per day.
5. In accordance with Department of Labor regulations, student employees are required to take an uninterrupted, unpaid meal period of at least one-half (1/2) hour if a work shift in any given day exceeds six (6) hours.

## Federal Work-Study Program

### Eligibility

To determine your eligibility for this program, you must first complete a Free Application for Federal Student Aid (FAFSA) available in high schools or colleges. Your eligibility for financial aid will be determined by the William Paterson Financial Aid Office. The eligibility requirements are:

- a. File the Free Application for Federal Student Aid (FAFSA) annually and demonstrate financial need.
- b. Enroll in a degree or certificate program.
- c. Enroll at least half-time (6 credits for undergraduate students and 5 credits for graduate students).
- d. Be a U.S. citizen or permanent resident.
- e. Maintain satisfactory academic progress.
- f. Cannot be in default on a student loan or owe a grant repayment.
- g. Must have working papers initiated by High School, if under age 18.

Federal Work-Study (FWS) is a financial award which allows the student with demonstrated financial need to earn a portion of his/her educational expenses by working in a position in various offices and departments on campus. Once hired, students are paid biweekly. Earnings are not directly applied to student accounts.

Students can also earn their FWS award by working in approved off-campus positions through the Federal Community Service and America Reads Programs. Through the **Federal Work-Study Program**, and its component programs, **Community Service** and the **America Reads Program**, students engage in work for the University through public and private non-profit organizations.

To determine eligibility or apply for these programs students must attend one of the scheduled 45 minutes employment workshop/information sessions.

## TO APPLY FOR A CAMPUS JOB

### How to Get a Federal Work-Study Job on Campus

- Attend one scheduled 45 minutes employment workshop/ information session
- Seek Job on Trailblazer for students via <https://wpunj-csm.symphlicity.com/students/>
- Inquire at individual offices and departments about available positions.
- Wait for email containing the student eligibility form within 48 hours of attending employment workshop.
- Contact department(s) of interest to apply and schedule interviews
- Go on interview (s) with a copy of student eligibility form to be completed by hiring supervisor
- If hired, supervisor must complete bottom portion of student eligibility form, student and supervisor must complete a Hiring Addendum Handbook Agreement Form.
- Submit the Hiring Addendum Form, Signed Student Employment Handbook Agreement along with all required forms and documents to the Student Employment and Human Resources Office.

### How to Log In to Student Employment Job Listings / Trailblazer

#### Where do I go to find jobs?

- Create a Trailblazer account
- Create a resume
- Find an on-campus job
- Find an off-campus job

<https://wpunj-csm.symphlicity.com/students/>

### STUDENT HOURS AND PAY SCALE FOR ON-CAMPUS FWS JOBS

Students are paid at an hourly rate according to the pay scale determined by William Paterson University Student Employment Job Classification System. All FWS student positions are subject to the classification system. Student hourly rates range from \$8.44 - \$12.00 depending on the job level and responsibilities of each position. New hires to the employing department will be paid at the corresponding base rate according to the job classification scale. Merit increases, when applicable, are not automatic for returning students. Student may work a minimum of 5 hours and maximum of 12 hours weekly during the year and up to 20 hours during breaks and holidays if funds are available.

## **STUDENT HOURS AND PAY SCALE FOR OFF- CAMPUS FWS JOBS**

Students in the Community Service/America Reads programs are eligible to work up to 20 hours per week during the academic year and up to 40 hours per week during breaks, holidays and the first summer session. Assignments at the job site can run from the first week in September through June 30<sup>th</sup>. The pay rates for these positions run an average of \$8.44 - \$12.00 per hour.

## **EMPLOYMENT PAPERWORK**

Once hired, all required employment forms and documents must be received in the Financial Aid, Human Resources and Payroll Office before the student can be authorized to begin working.

## **STUDENT EMPLOYMENT HANDBOOK AGREEMENT & HIRING ADDENDUM**

The signed Student Eligibility Form, Student Employment Handbook Agreement, along with the Hiring Addendum, Student Employment Application and Student Confidentiality Agreement Form are accepted as a student's work contract while the student is employed on campus. Once hired, students are required to complete and sign a Student Employment Handbook Agreement AND a Hiring Addendum Forms prior to showing up in the Student Employment Office to continue the application process. The student must submit these forms IN PERSON to the Student Employment Office in Morrison Hall Suite 101.

The Student Employment Application, Hiring Addendum and Confidentiality Agreement Form are valid for ONE year only. A new Student Employment Application, Hiring Addendum and Confidentiality Agreement Form must be submitted each year.

## **OTHER EMPLOYMENT FORMS**

All employment forms and the Student Payroll Schedule are available online at:

<http://www.wpunj.edu/financial-aid/student-employment.dot/forms>

Students working on campus for the first time must complete Student Employment Handbook Agreement, Hiring Addendum Form, Student Employment Application, Student Confidentiality Agreement Form, Federal and NJ W-4 Forms, Form, I-9 Form, and optional Direct Deposit Form with their Hiring Supervisor, in the Student Employment, Human Resources and Payroll Office before they begin working. New hires are required to present acceptable, original document(s) to establish identity and employment eligibility. Some of these documents are:

1. Social Security Card
2. U.S. Birth Certificate
3. U.S. Passport

## **TIMESHEET AND PAYROLL PROCESSING**

Student payroll is processed biweekly in the Payroll Office. All completed employment forms must be received in the Student Employment, Human Resources and Payroll Office prior to student beginning employment and timesheet due date according to the Student Payroll Schedule. Late submissions will be processed the following pay period.

Students will receive an email to complete an electronic timesheet every two (2) weeks. The timesheet must show the accurate total hours worked. The timesheet must be electronically completed by the student and then electronically approved by Supervisor, Administrator or respective Dean.

Departments, for which the students work, are responsible for monitoring the times and hours a student work, ensuring that students are not working while they're scheduled to be in classes, unless documentation is provided by a Professor indicating classes are/were cancelled and **ensuring students take unpaid break of at least one-half (1/2) hour if daily shift exceed six (6) hours.**

Checks must be picked up at the payroll office on Friday between the hours of 8:30 am-4:30 pm on schedule pay dates. Students must bring their picture I.D. Direct deposit is strongly recommended for all students.

Students are not paid for lunch hour, overtime, holidays, or sick days.

Students are required to take unpaid break of at least one-half (1/2) hour if a daily shift exceeds six (6) hours.

Students working in the Federal Community Service/America Reads Programs must follow the same policy outlined above regarding timesheet completion and submission. However, in addition to having their timesheets reviewed by their site supervisor their timesheets will be reviewed and electronically approved by JLD Coordinator.

**Students must use the following acceptable fractions of an hour only: .25 (15 minutes) .50 (30 minutes) .75 (45 minutes)**

**Students who falsified information on a timesheet will be referred to the Dean of Students and the Judicial Board.**

## **DRESS CODE**

The dress code at the work place should be discussed with your supervisor. This is especially important if the student employee works in contact with the public. Keep in mind that the student is a reflection of the University. In general, refrain from jeans, shorts, T-shirts, tank tops, camisoles, mini-skirts and other extremely casual clothing when working in an office setting.

## **ATTENDANCE AND TARDINESS**

The absence of any student employee including arriving late or leaving early may adversely affect the department. Regular attendance and punctuality should be every student employee's goal. Failure to report to work or to report absences properly may be interpreted as voluntary resignation. Violation of guidelines and policies may result in disciplinary measures that may include warnings, probation or termination.

## **TERMINATION**

Supervisors are required to notify the Student Employment Office with behavioral, work performance, or attendance issues with student employees.

Grounds for termination include:

- 1) Unreported Absences and tardiness three (3) or more times
- 2) Unsatisfactory work performance
- 3) Violation of the Student Code of Conduct
- 4) Falsification of timesheets
- 5) Non-compliance of timesheet submission guidelines
- 6) Violation of Confidentiality Agreement
- 7) Use of alcohol or illegal/illicit drugs in the work place

**Supervisors** will counsel students prior to termination informing him/her of the reason for termination and will submit to the Student Employment Office a completed evaluation form on the performance of the student.

**Students**, who are terminated for any of the above reasons, will not be reassigned for the remainder of the Academic Year and possibly for the remainder of their term at the University.

## Student Responsibilities

Students are expected to arrange a satisfactory work schedule with their supervisor that does not conflict with their class schedule by completing the hiring addendum form.

Students must discuss in advance with their supervisor any change in their work schedule. When illness or an emergency prevent students from reporting to work, they must inform the supervisor as far in advance as possible. If a requested absence for other than illness should be inconvenient for the department, students should make every effort to report to work. Punctuality is strongly recommended, habitual tardiness or absence is sufficient reason for termination.

Students are employees of the University and are expected to be courteous to all University community members and to campus visitors.

Students should perform tasks in accordance with their job descriptions, supervisor's directions and ask questions regarding situations that may arise which will help reduce the chance for conflicts.

Students must act in a professional manner and keep all information to which they may have access, **confidential** adhering to the FERPA Law.

Students are not to socialize during working hours, make personal phone calls or play, browse the Internet, as well as use of cell phones or texting.

## Supervisor Responsibilities

Deans, Administrators and Faculty employing students are responsible for their respective student workers.

Students should not be permitted to begin employment unless they provide a copy of their completed pink copy of the employment application.

Students cannot be easily reassigned; therefore, the Departments should hire only those who are best qualified for the positions.

Students must always be under the supervision of a Full-time or Part-Time employee. Supervision includes providing meaningful work situations, informing students of their actual tasks, directly teaching them how to perform them satisfactorily, and keeping accurate student records of the quality of the work performed.

The following information must be maintained for all student employees by their Supervisors/Department:

- a. Name
- b. Address (home and campus)

- c. Telephone (home and campus)
- d. Copy of Hiring Addendum consisted of Class and Work Schedule

When students show a lack of regard for assignment, frequent absences, or prove unsatisfactory for other reasons, the supervisor should counsel the students and caution them that further occurrences may result in termination of employment.

Any action taken to terminate a student's employment should be immediately reported to the Student Employment Office.

Upon the termination of a work assignment, a student evaluation form must be completed and sent to the Student Employment Office for each student that is being terminated. Each student should be informed of the decision and reasons for termination by their immediate supervisor.

Supervisors are responsible for ensuring that students are not working while they are required to be in class.

## **Employment-Related Injuries**

In the event of accidental injury on the job, students must:

- a. Notify their Supervisor and then call Payroll and Benefits Office
- b. Complete an accident report at the Payroll and Benefits Office
- c. Supervisor must also notify the Payroll and Benefits Office

If students are unable to report accident immediately to the Payroll and Benefits Office, their immediate supervisor must call the Payroll and Benefits Office for an accident report that will be sent to them for completion.

Also, Supervisor must notify the Student Employment Office.

Call the Payroll and Benefits Office at Extension 2124 for any additional information needed.

## **OTHER CAMPUS EMPLOYMENT**

- a. Student Center
- b. Recreational Facility
- c. Campus Police- Campus Patrols
- d. Computer Labs
- e. On-campus Offices and Departments

To obtain information and an application, students must contact the Hospitality Office in the Student Center, the Recreational Center, Computer Labs and visit Trailblazer for students' site.

Job Locator & Developer- Assists our own campus employment activity by posting Off-Campus Positions. For additional information about off-campus opportunities, please contact the Career Development Center.

Community Service- Job Location and Development Program  
Career Development Center  
William Paterson University of New Jersey  
University Commons, Room 301  
Wayne, New Jersey 07470

## **INFORMATION FOR INTERNATIONAL STUDENTS**

Students who have entered the United States on a non-immigrant alien visa (e.g. F-1 visa) must consult with the Director of the Office of International Student and Scholars (OISS) before accepting any employment including internships, off-campus employment, on-campus employment, and any practical training in their field of study.

Most international students may work on campus under the College's Campus Employment Program for Non-Federal Work-Study students. International students are not eligible for the Federal Work-Study awards.

A Social Security Card is required for payroll processing for international students who work on campus at William Paterson University. The Director of the Office of International Student Services (OISS) will provide information on applying for a Social Security Card (SSC) if the student does not already have one.

The processing period is usually two weeks. The student may only begin working after completing all relevant Forms with the Human Resources and Payroll Office.

## **Documents Required For International Students**

- I-94
- I-20 Form
- Foreign Passport & Visa
- A written employment offer is required before students are issued official letter from Office of International Students and Scholars (OISS) to apply for social security card
- International students may work a maximum of 20 hours weekly during the school year and 35 hours during breaks.

## 2018-2019 Job Titles & Pay Rates

Department	Job Title	Pay Rate
Academic Success	Peer Tutor	\$8.60 - \$9.25
Advisement Center	Peer Leader	\$8.60
Africana World Studies	Student Assistant	\$8.60
Alumni Relations	Student Assistant	\$8.60
American Democracy Project	Project Assistant	\$8.60
Anthropology	Student Assistant	\$8.60
Art	Student Assistant	\$8.69-\$8.75
Athletics	Manager	\$8.60
Biology/Biology Lab	Student Assistant	\$8.60-\$8.69
Box Office	Clerk/Usher	\$8.60
Business	Student Assistant	\$8.60
Campus Activities	Student Assistant	\$8.60
Center for Chinese Art	Student Assistant	\$8.60
Chemistry	Student Assistant	\$8.60
College of Education	Student Assistant	\$8.69
Communications	Student Assistant	\$8.60
Community Services	Student Assistant	\$12.00
Commuter Services	Student Assistant	\$8.60
Continuing & Professional Ed	Student Assistant	\$8.69
Counseling Health & Wellness	Student Assistant	\$8.60
Educ. Enrollment & Certification	Student Assistant	\$8.69
Educational Opportunity Fund	Student Assistant	\$8.60
Elementary Education	Student Assistant	\$8.69
English	Student Assistant	\$8.60
Environmental Science	Student Assistant	\$8.60
Events & Conference	Student Assistant	\$8.60
Financial Aid	Student Assistant	\$8.60
Geography	Student Assistant	\$8.60
Graduate Admissions	Student Assistant	\$8.60
History	Student Assistant	\$8.60
Human Resources	Student Assistant	\$8.69
Humanities & Social Sciences: Deans Office	Student Assistant	\$8.60
Institutional Advancement	Student Assistant	\$8.60
International Students & Scholars	Student Assistant	\$8.60
Languages & Cultures	Student Assistant	\$8.60
Library	Periodical/Lending Aide	\$8.60
Mailroom	Mail Clerk	\$8.60
Marketing & Public Relations	Student Assistant	\$8.69
Mathematics	Student Assistant	\$8.60
Media Services	Student Assistant	\$8.60

Music	Student Assistant	\$8.60
New Student Experience	Student Assistant	\$8.60
Philosophy	Student Assistant	\$8.60
Physical Plant Operations	Student Assistant	\$8.60
Political Science	Student Assistant	\$8.60
Print Services	Student Assistant	\$8.60
Provost Office	Student Assistant	\$8.60
Provost Office (Mercer)	Student Assistant	\$10.00
Purchasing	Student Assistant	\$8.69-\$9.63
Residence Life	Student Assistant	\$8.60
Science Enrichment Center	Peer Tutor	\$9.25-\$12.00
Sociology	Student Assistant	\$8.60
Sophomore & Junior Experience	Student Assistant	\$8.60
Student Accounts	Student Assistant	\$8.69
Student Enrollment Services	Student Assistant	\$8.60
Testing Office	Student Assistant	\$8.60
Transfer Programs	Student Assistant	\$8.60
Undergraduate Admissions	Student Ambassador	\$8.60
University Galleries	Student Assistant	\$8.60
Visual Resources	Student Assistant	\$8.60
Writing Center	Student Assistant	\$8.60

## CODE OF CONDUCT

Employees should demonstrate good conduct that is generally characterized by honesty, good judgment, consideration and respect for others. Depending on the nature and severity of the poor conduct, disciplinary action will be taken ranging from oral and written warnings to discharge.

Such poor conduct includes, but is not limited to:

- Obtaining employment on the basis of false or misleading information
- Breach of trust or dishonesty
- Violation of an established University policy
- Theft
- Falsification of University records
- Misappropriation, misuse or destruction of University money or property
- Gross negligence
- Insubordination
- Romantic and sexual relations between a supervisor and a subordinate within the same department, including voluntary and consensual relations, are prohibited
- Romantic and sexual relations between a student and a faculty or staff member, including voluntary and consensual relations, are prohibited

## Sexual Harassment Policy

William Paterson University of New Jersey is committed to developing and sustaining a community where all can learn and work together free from harassment and exploitation. This policy is intended to address all members of the university community including students, faculty, librarians, professional staff, clerical staff, maintenance, campus police and security, managers, administrators, and the Board of Trustees as well as any vendors doing business with the University.

Sexual harassment encompasses any sexual attention that is unwanted. Sexual harassment can be verbal, visual, or physical. It can range from repeated unwelcome sexual flirtation and inappropriate, gender-based, put-downs of individuals or group of people to physical abuse, such as sexual assault or rape. Whether particular verbal, non-verbal, or physical conduct constitutes harassment in violation of this policy will depend upon all the circumstances, the context in which the conduct occurs, and the frequency, severity, and pattern of the conduct.

The University recognizes that even the possibility of harassment is destructive to individuals, to groups and to the community. While sexual harassment most often takes place in situations where there is a power differential between the persons involved, the University recognizes that sexual harassment may occur between persons of the same status. Sexual harassment may also occur between persons of the same sex. Sexual harassment contaminates teacher/student and supervisor/subordinate relationships as well as those among student peers and faculty or staff colleagues. When, through fear of reprisal, a student, staff member, or faculty member submits, or is pressured to submit, to unwanted sexual attention, the entire community is undermined. The University will not tolerate behavior among members of the community which creates an unacceptable working or educational environment, and it will initiate appropriate sanctions against the offender.

### A. Legal Definitions

Effective September 1, 1993, all New Jersey State departments, colleges/universities, and authorities have been required to abide by the State's Sexual Harassment Policy. This policy follows federal and state laws as outlined in Title VII of the Civil Rights Act of 1964 as amended; N.J.S.A. 10:5-1 et. Seq.; Title IX of the 1972 Education Amendments; N.J.S.A. 11A: 1-1 et.seq. N.J.A.C. 4A:7-1.3.

1. Sexual harassment includes but is not limited to:

- Gender harassment: generalized gender-based remarks and behavior.
- Seductive behavior: inappropriate, unwanted, and offensive physical or verbal sexual advances.
- Sexual coercion: coercion of sexual activity by threat of punishment.
- Sexual assault: gross sexual imposition, like touching, fondling, grabbing, or assault.

2. For general policy purposes, sexual harassment may be described as unwelcome sexual advances, requests to engage in sexual conduct, and other physical and expressive behavior of a sexual nature.

The Courts have classified cases in two ways:

- Quid-pro-quo: when submission to such conduct is made either explicitly or implicitly a term or condition of an individual's employment or academic status, and/or submission or rejection of such conduct by an individual is used as the basis of employment decisions or academic decisions affecting that individual. Quid-pro-quo harassment is equally unlawful whether the person resists and suffers the threatened harm or submits and thus avoids the threatened harm.
- Hostile environment: when such conduct has the purpose or effect of substantially interfering with an individual's academic or professional performance or creating an intimidating, hostile, or demeaning employment or educational environment. A cause of action is established if the complained-of-conduct would not have occurred but for the student or employee's gender, and it was severe or pervasive enough to make a reasonable person of the same sex believe that the conditions of learning and/or employment are altered and the environment is hostile or abusive.

The Courts have recognized that harassing behaviors affect a third party when academic or work benefits are denied because of the sex-biased coercion of another student or employee; or when the conduct directed at another student or employee is so pervasive as to create a hostile learning or working environment. Favoritism or perceptions of favoritism, that result from consensual relationships may also contribute to a hostile work or learning environment and constitute third party harassment.

#### B. Reasonable Woman Standard

The Courts have recognized that the difficulty in defining the unwelcome, hostile, or offensive nature of an environment may lie in the fact that men and women may disagree as to what constitutes offensive, degrading conduct. In response to this key issue, the courts have adopted a "reasonable woman" standard. Under this standard, attention is focused on the victim's perspective. In the typical case, in which a woman is the target of harassment, a claim would be found to be harassment if a "reasonable woman" would consider the action hostile or offensive. In other cases, the standard of the Court would concern whether or not a reasonable person of the same gender, similarly situated, considered the action

hostile or offensive.

### C. Examples of Sexual Harassment

As reported in *Sexual Harassment on Campus: A Policy and Program of Deterrence* by the American Council on Education, examples of harassment include, but are not limited to:

1. Threats that submission to sexual advances will be a condition of employment, work status, promotion, grades, living situations, or letters of recommendation (the threat can be overt or implied from the conduct, circumstances, and relationship of the person involved).
2. Unwelcome sexual advances, whether direct propositions of a sexual nature or subtle pressure for sexual activity.
3. Unwanted attempts to change a professional or education relationship into a personal one.
4. Verbal abuse of a sexual nature.
5. Repeated sexually oriented kidding, teasing, joking, or flirting.
6. Graphic commentary about an individual's body, clothing, sexual prowess, or sexual deficiencies.
7. Leering, whistling, touching, pinching, or brushing against another's body.
8. Offensive, crude language.
9. Display of objects or pictures which are sexual in nature that would create a hostile or offensive work, learning, or living environment.
10. Behavior of a sexual nature that discomforts or humiliates and demonstrates insensitivity.

### D. Consensual Relations

The University's educational mission is promoted by professionalism in employee/student relationships. Consensual, amorous relationships between supervisors and their subordinates, or faculty and students undermine the ethical integrity of the University community. Such relationships are problematic for the people involved as well as having a negative impact on others in the work environment.

Moreover, other students and employees may be affected by such unprofessional behavior because it places, or may be perceived to place, the staff/faculty member in a position to favor or advance one person's interest at the expense of others and implicitly makes obtaining benefits contingent on amorous or sexual favors.

Therefore, no staff member shall have an amorous relationship (consensual or otherwise) with a student who is enrolled in his or her course and/or whose academic work is being evaluated by the faculty member. No staff member shall have an amorous relationship with a student whom the staff member has the power to penalize or reward.

A staff/faculty member who fails to withdraw from participation in activities or decisions that may reward or penalize a student with whom the staff/faculty member has or has had an amorous relationship will be deemed to have violated his or her ethical obligation to the student, other students, colleagues, and the University.

Supervisory staff/faculty who engage in consensual relationships with individuals they supervise or their students should be aware that they are violating University policy and are subject to formal disciplinary action, up to, and including, removal.

#### E. Processing Complaints

Copies of the Sexual Harassment Policies and Complaint Procedure can be also obtained from these offices:

Dean of Student Development	Ext.2179
Women's Center	Ext. 2946
Associate VP for Human Resources	Ext. 2887
Associate VP & Dean of Graduate Studies, Research & Academic Administration	Ext. 2121
Director of Employment Equity and Diversity	Ext. 2389

A more inclusive list of persons serving as sexual harassment contact persons is available through the offices listed above.

## Social Media Policy and Best Practices

**Subject:** Social Media Branding and Marketing Communications

**Responsible Parties:** Marketing and Public Relations Department

### I. BACKGROUND

In the past few years, social media has evolved into a marketing tool that is an important part of William Paterson University's integrated marketing campaign. The William Paterson University Social Media Branding and Marketing Communications Policy ("Policy") was developed by the Marketing and Public Relations Department in consultation with the University's Instruction and Research Technology Department, and the University's marketing agency, Lipman Hearne, following a review of industry standards and best practices found in the social media policies of both large corporations, such as Intel, and nationally recognized colleges and universities.

### II. SCOPE

The Policy applies to all academic and administrative offices, including faculty, staff, and students, who create or contribute on behalf of William Paterson University to social networks, blogs, micro blogs, wikis, virtual worlds, or other social media platforms both on and off the wpunj.edu domain. *This policy does not apply to private use of social media that is not conducted on behalf of William Paterson University.*

### III. POLICY STATEMENT

In support of its academic mission, William Paterson University recognizes and promotes open discourse and public dialogue. Toward that end, the University recognizes the value of expression that stems from the professional participation of the campus community in social media activities.

The Policy is designed to ensure that any social media presence that represents any University unit, department, program, or other entity associated with William Paterson University is aligned with the University's marketing practices and conforms to the *William Paterson University Brand Strategy and Graphic Guidelines* (June 2010). The Policy governs social media activities—including but not limited to Facebook pages and groups, Twitter, and YouTube accounts—that are conducted on behalf of William Paterson University.

The creation of, or revision to, any social media identity that represents any University unit, department, program, or other entity associated with William Paterson University must be approved by the Marketing and Public Relations Department prior to implementation. Any

such social media presence on behalf of the University that was created prior to the effective date of the Policy is also subject to review and approval by Marketing and Public Relations.

Additionally, any established social media entity—including social networks, blogs, micro blogs, wikis, virtual worlds, or other social media platforms both on and off the wpunj.edu domain that represents any unit, department, program or other entity associated with William Paterson University—is subject to oversight by Marketing and Public Relations to ensure that content is in compliance with the Policy and current *William Paterson University Social Media Best Practices* (“Best Practices”).

#### **IV. RESPONSIBILITIES**

##### **Approval Process**

Prior to implementing a social media presence that represents any University unit, department, program, or other entity associated with William Paterson University:

- *Academic departments* must obtain approval for the proposed activity from Marketing and Public Relations, the college dean, and the provost.
- *Administrative departments* must obtain approval for the proposed activity from Marketing and Public Relations and the divisional vice president.
- *Existing University social media sites that pre-date the Policy* must also obtain approval from Marketing and Public Relations and the college dean and provost or the divisional vice president, as appropriate.

This approval process does not pertain to individual faculty who participate in social media as members of the wider academic community beyond William Paterson University or as part of class assignments.

##### **Social Media Content**

- The Marketing and Public Relations Department is responsible for ongoing review and oversight of William Paterson University social media activities to ensure that the University’s brand image is appropriately, consistently, and accurately reflected. Refer to the *William Paterson University Brand Strategy and Graphic Guidelines* (June 2010) and the *University Print and Electronic Communications Policy* (June 15, 2011) to ensure compliance with branding and communications guidelines. Any person or department proposing a social media presence that represents any University unit, department, program, or other entity associated with William Paterson University

must contact Marketing and Public Relations to obtain the appropriate logos and visual elements to ensure branding is consistent and accurate.

- Social media postings that represent William Paterson University must comply with all applicable state and federal laws, including but not limited to those pertaining to copyright and intellectual property rights; personal data protection; obscenity, libel and slander; equality of access; and liability concerns.
- Inflammatory or offensive content or language is prohibited.
- Postings of personal opinion, as distinct from official strategies or policies of William Paterson University, must come from a personal account.
- All content should adhere to current Best Practices.

### **Campus Participation**

William Paterson University faculty, staff, and students who participate in social networking sites via the campus computer network and/or its email service must comply with all applicable state and federal laws, including, but not limited to, those pertaining to copyright and intellectual property rights; personal data protection; obscenity, libel and slander; equality of access; and liability concerns. Please see the William Paterson University Information Technology Policies (Information Technology Plan 2007-09).

Reviewed and endorsed by the IT Advisory Committee: November 8, 2011

Adopted by William Paterson University Cabinet: November 11, 2011

## University Electronic Communication Policy Number MPR-001

**Subject:** University Print and Electronic Communications

**Responsible Parties:** Marketing and Public Relations Department

### I. SCOPE

These policies and procedures apply to all William Paterson University academic and administrative offices, including faculty and staff, and any agencies or other persons representing the University who are involved in the design, writing, editing, and production of university print and electronic publications or special projects.

### II. POLICY STATEMENT

The Print and Electronic Communications Policy governs print and electronic communications to external audiences. It is designed to ensure that all communications from the University and its individual colleges and departments clearly and accurately position William Paterson University by adhering to the *William Paterson University Brand Strategy and Graphic Guidelines*, which were developed and adopted by senior administration on July 28, 2010 and which are available on WP Connect.

All materials, print and electronic, that are intended for distribution to external audiences, including alumni, of more than 100 people must be reviewed and approved by the Marketing and Public Relations Department.

This policy does not apply to routine email or other communications conducted by faculty and staff in the course of day-to-day University business.

### III. RESPONSIBILITIES

The Marketing and Public Relations Department is responsible for ensuring that the University's brand image is appropriately, consistently, and accurately reflected in all communications produced by University departments. These communications include materials such as advertisements, student recruitment materials, alumni communications, the University website, media relations activities, promotional emails, promotional materials for academic and administrative departments, brochures, and newsletters.

Academic departments or administrative units that request the services of the Marketing and Public Relations Department are responsible for printing costs (either chargeback through the Campus Print Shop or payment via purchase order to an external print vendor in keeping with the University's Purchasing and bid threshold requirements), as well as any postage or other distribution costs.

When the Marketing and Public Relations Department is not able to assist in producing materials, or cannot do so in the timeframe requested, a design template or a recommended course of action will be provided. This may include a referral to a preselected outside agency that can produce the piece within pre-established design parameters. Any such cost for working with an outside agency is to be covered by the requesting department.

## **Policies for Specific Promotional Materials for External Audiences (including alumni)**

### **College-level Newsletters**

The initial design and format for college-level newsletters is to be agreed upon by the college dean, the Marketing and Public Relations Department and the provost. Additionally, the completed newsletters must be reviewed by Marketing and Public Relations and the provost prior to printing.

### **Brochures**

All brochures for academic and nonacademic departments must include the appropriate William Paterson University logo, including name of college or administrative department, applicable department contact information, University website address, and “About William Paterson University” boilerplate language (available on WP Connect).

### **Print Ads**

All requests for paid departmental display advertising for newspapers and magazines must be authorized and produced in collaboration with the Marketing and Public Relations Department.

### **Email Blasts**

Promotional HTML emails to an external audience for marketing purposes must be coordinated by the Marketing and Public Relations Department.

## **Approval Process/Timeframe**

- Materials produced by academic departments with plans for distribution to external audiences must be approved by the Marketing and Public Relations Department, the college dean, and the provost before print or electronic distribution.
- Materials produced by administrative departments with plans for distribution to external audiences must be approved by the Marketing and Public Relations Department and the divisional vice president before print or electronic distribution.
- A minimum of three weeks is required for review and approval of materials by Marketing and Public Relations. Depending on the nature and complexity of the project, a longer review period may be necessary.

Adopted by Cabinet: June 15, 2011

## Student Employment Agreement

I have read and agree to the conditions in the Student Employment Handbook.

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**Student Name** (Please Print)

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**Student Signature**

**Date**

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**ID#**

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**Supervisor Name** (Please Print)

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**Supervisor Signature**

**Date**