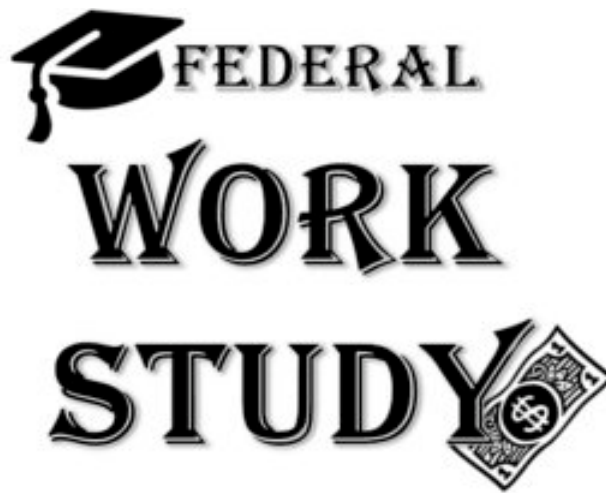


**WILLIAM PATERSON UNIVERSITY**

# **Student Employment Handbook**



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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 dedicated to providing equal opportunities and equal access to all individuals regardless of race or ethnicity, sex/gender (including pregnancy), gender identity or expression, sexual orientation, age, disability, genetic information, marital status, civil union status, familial status, religion, national origin or citizenship, military service status, or any other category protected by law. William Paterson University does not discriminate on the basis of any category stated above or as prohibited by applicable law. Individuals from historically underrepresented backgrounds are encouraged to apply.

Please address any questions to Student Employment located in the Office of Financial Aid.

Contact Info:

Zoya Barry-Chastanet

Assistant Director

Office of Financial Aid

Phone: 973-720-2185

Email: [Stu-Employment@wpunj.edu](mailto:Stu-Employment@wpunj.edu)

Dorothy D. Hewitt

Financial Aid Assistant

Office of Financial Aid

Phone: 973-720-3839

Email: [Stu-Employment@wpunj.edu](mailto:Stu-Employment@wpunj.edu)

## Hours of Operation

Student Employment Office is in the Office of Financial Aid at Morrison Hall, Room 101.

### Fall / Spring Hours

Monday - Friday 8:30 A.M. - 4:30 PM

### Summer Hours

Monday - Thursday 8:00 A.M. - 5:15 PM (beginning May 19, 2025-August 15, 2025)

*Any week where a holiday falls the office hours are 8:30 am - 4:30 pm*

## 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. Students seeking campus employment must **complete one (1) student employment webinar**. The link to the webinar 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 therefore, it is awarded on a first-come, first-served basis.

Most campus jobs are listed **via Workday for students** in late August for the Fall semester, but additional opportunities may be available at mid-year when schedules change.

## 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 20 hours per week.
3. Under the Federal Work-Study Employment Program, students may work up to 20 hours per week while classes are in session if approved and up to 29.5 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 on any given day exceeds six (6) hours.

## Federal Work-Study (FWS) Program Eligibility

To determine your eligibility for this program, you must first complete a Free Application for Federal Student Aid (FAFSA) available at <https://studentaid.gov/>. Your eligibility for financial aid will be determined by the William Paterson University Office of Financial Aid. 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 bi-weekly. 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 Programs. Through the **Federal Work-Study Program**, and its component program, **Community Service**, students engage in work for the University through public and private non-profit organizations.

To determine eligibility or apply for these programs students must complete the student employment webinar via <https://www.wpunj.edu/financial-aid/student-employment/>

## TO APPLY FOR A CAMPUS JOB

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

- Complete the 1-time webinar
- Wait for email containing the student eligibility form within 48 hours of completing the webinar
- Seek Job on Workday for students via [https://www.myworkday.com/wpunj/d/task/1422\\$44.html](https://www.myworkday.com/wpunj/d/task/1422$44.html)
- Wait for the department to contact you about interview date and time.
- Go on interview (s) with a copy of the email confirming student eligibility
- You will receive email with Federal Work Study documents (hiring addendum, confidentiality agreement, and student handbook).
- Submit copy of class schedule and signed Student Employment Handbook Agreement along with all required FWS forms and documents to STU-Employment@wpunj.edu.

### How to Log in to Student Employment Job Listings

- Log into Workday
- Find an on-campus job for FWS or non- FWS if not eligible
- Find an off-campus job such as Federal Community Service job
- Apply to the job you are interested in

[https://www.myworkday.com/wpunj/d/task/1422\\$44.html](https://www.myworkday.com/wpunj/d/task/1422$44.html)

## 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 \$15.49-\$22.00 per hour 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. Students may work a minimum of 5 hours and maximum of 20 hours weekly during the year and up to 29.5 hours during breaks and holidays if funds are available.

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

Students in the Federal Community Service programs are eligible to work up to 20 hours per week during the academic year and up to 29.5 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. The pay rates for these positions run an average of \$17.00 per hour.

## EMPLOYMENT PAPERWORK

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

## STUDENT EMPLOYMENT HANDBOOK AGREEMENT & HIRING ADDENDUM

Student Employment Handbook Agreement, along with the Hiring Addendum, and Student Confidentiality Agreement Form are accepted as a student's work contract while the student is employed on campus.

The Student Employment documents are valid for ONE academic year only. New documents are required if you change jobs within the year.

## OTHER EMPLOYMENT FORMS

Students working on campus for the first time must complete the following:

- Student Employment Handbook Agreement
- Hiring Addendum Form
- Student Confidentiality Agreement Form
- Federal and NJ W-4 Forms, Form, I-9 Form, and optional Direct Deposit Form with Human Resources (Electronically).

New hires are required to present acceptable, original document(s) to establish identity and employment eligibility. Some of these documents include:

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

## TIMESHEET AND PAYROLL PROCESSING

Student payroll is processed bi-weekly 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 for 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.**

Direct deposit is strongly recommended for all students.

Students are not paid for lunch hour, overtime and holidays.

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

Students working in the Federal Community Service program must follow the same policy outlined above regarding time sheet completion and submission. However, in addition to having their time sheets reviewed by their site supervisor their time sheets 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 time sheet will be referred to the Dean of Students and the Judicial Board.**



## DRESS CODE

The dress code at the workplace 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 reflects 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 about 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 time sheets
- 5) Non-compliance of timesheet submission guidelines
- 6) Violation of Confidentiality Agreement
- 7) Use of alcohol or illegal/illicit drugs in the workplace

**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 prevents 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 of conflicts.

Students must act in a professional manner and keep all information to which they may have access of **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 are approved via Workday by the Financial Aid Office, and completion of all Human Resource electronic documents.

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 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 works 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 the Benefits Office
- b. Complete an accident report with the Benefits Office
- c. Supervisor must also notify the Benefits Office

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

Also, Supervisor must notify the Student Employment Office.

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

## OTHER CAMPUS EMPLOYMENT

1. Student Center
2. Recreational Facility
3. Campus Police- Campus Patrols
4. Computer Labs
5. On-campus Offices and Department

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 an official letter from the Office of International Students and Scholars (OISS) to apply for social security cards.
- International students may work a maximum of 20 hours weekly during the school year and 35 hours during breaks.

## 2025 FWS Job Titles, Location & Pay Rates

\*\*As of 01/01/2025 New Jersey Min. Wage is \$15.49/hr\*\*

<u>Department</u>	<u>Job Title</u>	<u>Location</u>	<u>Pay Rate</u>
Academic Success Center	Peer Tutor	Raubinger	\$ 15.49
Advisement Center	Peer Leader	Raubinger	\$ 15.49
Africana World Studies	Student Assistant	Atrium	\$ 15.49
Alumni Relations	Student Assistant	Gorab Alumni House	\$ 15.49
American Democracy Project	Project Assistant	Raubinger	\$ 15.49
Anthropology	Student Assistant	Science Hall East/ West	\$ 15.49
<b>Art</b>	<b>Student Assistant</b>	<b>Power Arts Center</b>	<b>\$ 15.74</b>
Athletics	Manager	Ben Shahn Center	\$ 15.49
Biology/Biology Lab	Student Assistant	Science Hall East/ West	\$ 15.49
Box Office	Clerk/Usher	Shea Center Box Office	\$ 15.49
<b>Business Services</b>	<b>Student Assistant</b>	<b>College Hall</b>	<b>\$ 15.74</b>
Campus Activities	Student Assistant	University Commons	\$ 15.49
Career Development Center	Student Assistant	Student Center	\$ 15.49
Center for Chinese Art	Student Assistant	Ben Shahn Center	\$ 15.49
Center for Diversity and Inclusion	Student worker	Student Center	\$ 15.49
Chemistry	Student Assistant	Science Hall East/ West	\$ 15.49
<b>College of Education</b>	<b>Student Assistant</b>	<b>Valley Road</b>	<b>\$ 15.74</b>
Communications	Student Assistant	Hamilton Hall	\$ 15.49
<b>Community Services</b>	<b>Student Assistant</b>	<b>Off campus locations</b>	<b>\$ 17.00</b>
Commuter Services	Student Assistant	University Commons	\$ 15.49
<b>Continuing &amp; Professional Ed - Youth Programs</b>	<b>Social Media Specialist</b>	<b>Valley Road</b>	<b>\$ 15.74</b>
Counseling Health & Wellness	Student Assistant	Overlook South	\$

			15.49
<b>Educ. Enrollment &amp; Certification - COE</b>	<b>Student Assistant</b>	<b>Valley Road</b>	<b>\$ 15.74</b>
Educational Opportunity Fund	Student Assistant	Raubinger	\$ 15.49
<b>Elementary Education - COE</b>	<b>Student Assistant</b>	<b>Valley Road</b>	<b>\$ 15.74</b>
English - College of HSS	Student Assistant	Preakness Hall	\$ 15.49
Environmental Science	Student Assistant	Science Hall East/ West	\$ 15.49
Events & Conference	Student Assistant	University Commons	\$ 15.49
Financial Aid	Student Assistant	Morrison Hall	\$ 15.49
Geography	Student Assistant	Raubinger	\$ 15.49
Graduate Admissions	Student Assistant	Morrison Hall	\$ 15.49
History	Student Assistant	Atrium	\$ 15.49
<b>Human Resources / Payroll</b>	<b>Student Assistant</b>	<b>College Hall</b>	<b>\$ 15.74</b>
Humanities & Social Sciences- Dean's Office	Student Assistant	Atrium	\$ 15.49
Institutional Advancement	Student Assistant	Hobart Manor	\$ 15.49
International Students & Scholars	Student Assistant	Raubinger	\$ 15.49
Kinesiology - College of Science and Health	Clerk	Wightman Gym	\$ 15.49
Languages & Cultures -College of HSS	Student Assistant	Atrium	\$ 15.49
Library	Periodical/Lending Aide	Cheng Library	\$ 15.49
Mailroom	Mail Clerk	Physical Plant	\$ 15.49
<b>Marketing &amp; Public Relations</b>	<b>Student Assistant</b>	<b>College Hall</b>	<b>\$ 15.74</b>
Mathematics	Student Assistant	Science Hall East/ West	\$ 15.49
Media Services	Student Assistant	Cheng Library	\$ 15.49
Music	Student Assistant	Shea Center Box Office	\$ 15.49
New Student Experience	Student Assistant	Student Center	\$ 15.49
Office of Testing	Clerical Assistant	Raubinger	\$

			15.49
Philosophy	Student Assistant	Atrium	\$ 15.49
Physical Plant Operations	Student Helper	Physical Plant	\$ 15.49
Political Science	Student Assistant	Raubinger	\$ 15.49
<b>Print Making - ART</b>	<b>Studio Assistant</b>	<b>Power Arts Center</b>	<b>\$ 15.74</b>
Print Shop	Student Assistant	Print Center	\$ 15.49
Provost Office	Student Assistant	Raubinger	\$ 15.49
Provost Office (Mercer)	Student Assistant	Mercer	\$ 15.49
<b>Purchasing</b>	<b>Student Assistant</b>	<b>College Hall</b>	<b>\$ 15.74</b>
Residence Life	Student Assistant	White Hall	\$ 15.49
Science Enrichment Center	Peer Tutor	Science Hall	\$15.49- \$18
Sociology - College HSS	Student Assistant	Raubinger	\$ 15.49
Sophomore & Junior Experience	Student Assistant	Student Center	\$ 15.49
<b>Student Accounts</b>	<b>Student Assistant</b>	<b>College Hall</b>	<b>\$ 15.74</b>
Student Enrollment Services	Student worker	Morrison Hall	\$ 15.49
Transfer Programs	Student Assistant	Raubinger	\$ 15.49
Undergraduate Admissions	Student Ambassador	Morrison Hall	\$ 15.49
University Galleries	Gallery Assistant	Ben Shahn Center	\$ 15.49
Visual Resources Collection	Student Assistant	Ben Shahn Center	\$ 15.49
Writing Center	Writing Ambassador/Consultant	Preakness Hall	\$15.49-\$16

\*UPDATED 5/30/2025

## 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 based on 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.

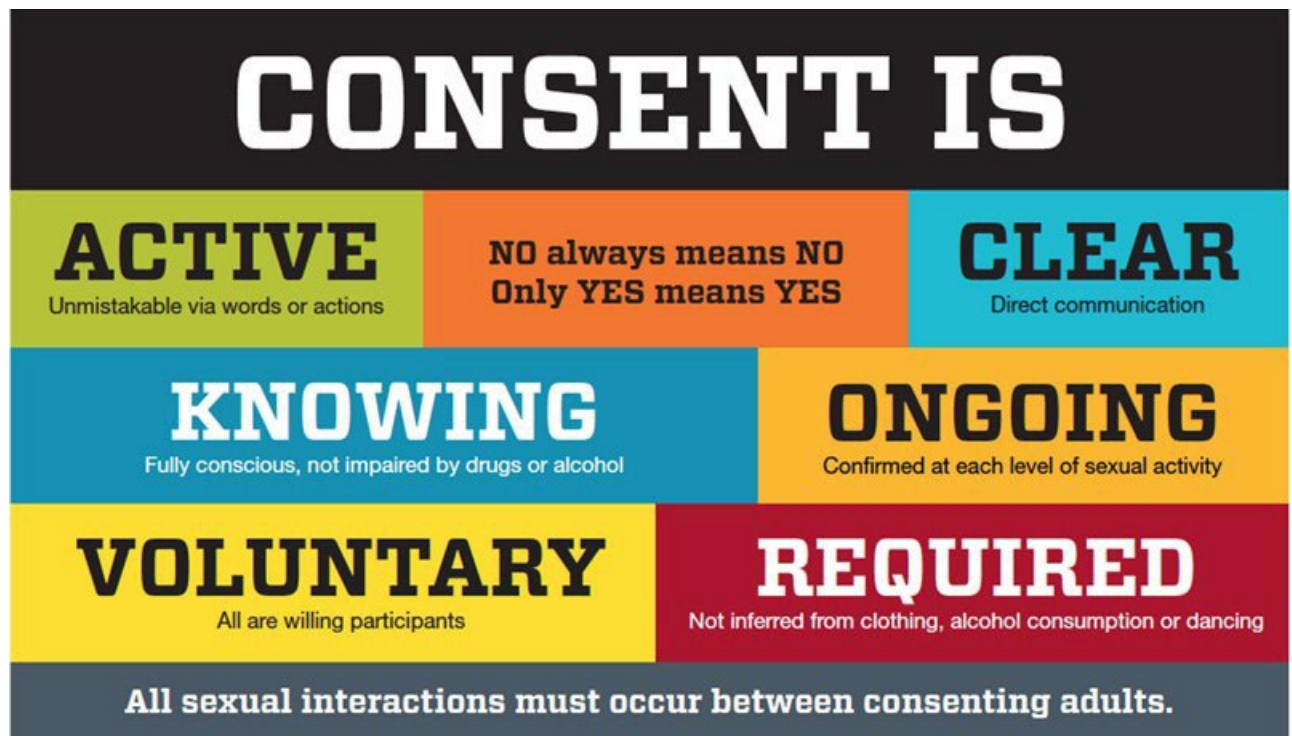
Sexual harassment encompasses any sexual attention that is unwanted. Sexual harassment can be verbal, visual, or physical. It can range from repeated unwelcome sexual flirtation and inappropriate, gender-based, put-downs of individuals or group of people to physical abuse, such as sexual assault or rape. 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.

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.

# Consensual Relations



The University's educational mission is promoted by professionalism in employee/student relationships. Consensual relationships are romantic and sexual relationships between two or more individuals entered into with the consent of both parties.

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 their 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 their 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. I

## Processing Complaints

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

Dean of Student Development	Ext.2179
Counseling, Health and Wellness Center	Ext. 2946
Associate VP for Human Resources	Ext. 2887
Associate VP & Dean of Graduate Studies, Research & Academic Administration	Ext. 2121
Director of Institutional Equity & Compliance & Title IX Coord.	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 logo 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 over day---to---day University business.

### III. RESPONSIBILITIES

The Marketing and Public Relations Department is responsible for ensuring that the University's brand image is appropriate, 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 cannot 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 are 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 for student employment at William Paterson University in the Student Employment Handbook.

\_\_\_\_\_  
**Student Name (Please Print)**

\_\_\_\_\_  
**Student Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Student ID#**

\_\_\_\_\_  
**Department Name**

\_\_\_\_\_  
**Supervisor Name (Please Print)**

\_\_\_\_\_  
**Phone Number / Extension**

\_\_\_\_\_  
**Supervisor Signature**

\_\_\_\_\_  
**Date**