



UTAH VALLEY UNIVERSITY

YEAR SIX |

Policies, Regulations, and Financial Review (PRFR)
Northwest Commission on Colleges and Universities

AUGUST 2023

UVU

Institutional Integrity

2.D.1

The institution represents itself clearly, accurately, and consistently through its announcements, statements, and publications. It communicates its academic intentions, programs, and services to students and to the public and demonstrates that its academic programs can be completed in a timely fashion. It regularly reviews its publications to ensure accuracy and integrity in all representations about its mission, programs, and services.

Organizational Structure for Communication

Through its organizational structure, UVU represents itself clearly, accurately, and consistently through its announcements, statements, and publications. The Marketing and Communications Division partners with key units in the university to develop communications, marketing, and media plans that advance the university's mission through powerful storytelling. The Web and Mobile Solutions Department assists all academic and administrative units with the design, implementation, and maintenance of their web presence. The Campus Communications Council provides oversight of internal campus communication methods, and the Strategic Web Action Team directs the process and changes needed to keep the university's website current and dynamic.

Announcements

Internal campus communication tools are governed by the Campus Communications Council. The university intranet, [myUVU](#), is the preferred internal communications method to disseminate information to the university community. Administrative and editorial control of messages and their content resides with the Marketing and Communications Division. Any student or employee of the university may [submit](#) an announcement. High-priority communications that require higher visibility, such as internal messages from the president and executives, are released secondarily through Outlook, the university's secure cloud-based email system. Editorial control and approval for these messages reside with the Office of the President.

Statements

Per UVU Policy [110](#), statements made on behalf of the university through the release of all news articles, advertising, or other information to newspapers, radio stations, or other media must be arranged through the Marketing and Communications Division.

Publications

UVU proactively communicates with prospective students and the entire university community predominantly through print and web-based communications. The Marketing and Communications Division [supports](#) the development of print publications and provides the university community with [online access](#) to the UVU brand guide, logos, fonts, colors, templates, and graphics. The Marketing and Communications Division also employs [integrated marketing professionals](#) who are dedicated to specific schools, colleges, and divisions. Integrated marketing professionals promote the university's academic intentions, programs, and services to students and to the public through the implementation of physical ad placements, coordination of digital

ad campaigns with the digital marketing team, and collaboration on strategic marketing projects and communication strategies.

Web-based publications also encompass social media accounts and UVU’s website. UVU Policy [112](#) sets forth principles governing the use of official university social media sites administered or managed by university organizations and members of the university community. The Web and Mobile Solutions Department manages UVU’s website and provides the university community with a range of [web community resources](#), including tutorials and accessibility tools. UVU uses a web governance model to regularly review its web-based publications and ensure accuracy and integrity in all representations of its mission, programs, and services. The Strategic Web Action Team is responsible for facilitating the [annual web audit](#) for all university webpages. This comprehensive process ensures all web information is current, accurate, and consistent with the university’s mission.

UVU communicates its academic intentions, programs, and services to students and to the public through the following major publications:

- [University Catalog](#): The University Catalog is published annually on the university’s website. Within the current edition, a full catalog PDF and page-specific PDFs may be downloaded. Additionally, print copies may be ordered through the Copy Center. Full PDF versions of previous catalogs may be downloaded from the catalog archives. The University Catalog is the official source for academic programs and courses, as well as relevant institutional policy and requirements. The University Catalog also includes a sample graduation plan for every academic program at all degree levels to demonstrate that its academic programs can be completed in a timely fashion.
- [UVU News](#): Staff in the Media Relations Department provide expert guidance to produce newsworthy stories for members of the university community. News stories are published on a webpage maintained by the Marketing and Communications Division and are also sent to all television stations and newspapers in Utah, Salt Lake, Wasatch, and Summit Counties, as well as select radio stations and newsletter outlets.
- [UVU Social Media](#): UVU has ownership of official university-wide social media accounts, and the Marketing and Communications Division maintains responsibility for an official university presence. Official UVU social media accounts are tools to share what is happening at the university with faculty, staff, students, parents, and alumni. UVU has official social media accounts on Instagram, Facebook, LinkedIn, Threads, TikTok, Twitter, and YouTube.

<i>Required Evidence for 2.D.1</i>	
Policies and procedures for reviewing published materials that assures institutional integrity	<ul style="list-style-type: none"> ▪ Annual Web Audit ▪ Campaign Marketing and Services ▪ Policy Manual (110, 112) ▪ Social Media ▪ Using UVAnnounce

Supplemental Evidence for 2.D.1

- [Create Your Own Brand Guides and Downloads](#)
- [Integrated Marketing Team](#)
- [myUVU](#)
- [University Catalog](#)
- [UVU News](#)
- [Web Community Resources](#)

2.D.2

The institution advocates, subscribes to, and exemplifies high ethical standards in its management and operations, including in its dealings with the public, NWCCU, and external organizations, including the fair and equitable treatment of students, faculty, administrators, staff, and other stakeholders and constituencies. The institution ensures that complaints and grievances are addressed in a fair, equitable, and timely manner.

Ethical Conduct

UVU advocates for, subscribes to, and exemplifies high ethical standards in its management and operations. The university is committed to complying with the Fair Labor Standards Act (FLSA), and the People and Culture Division maintains a [webpage](#) to keep the university community apprised of any developments regarding this federal law. All university employees are state employees and are also subject to adhering to the standards of conduct set forth in the Utah Public Officers' and Employees' Ethics Act in Utah Code [67-16](#). These standards of conduct address areas where there are actual or potential conflicts of interest between a state employee's public duties and their private interests.

[UVU's Code of Conduct](#) and several UVU policies also establish high ethical standards for the management and operations of the university and dealings with the public, NWCCU, USHE, and external organizations. Examples of key policies include:

- UVU Policy [114](#), Individual Conflict of Interest and Commitment: University employees serve the public trust and must fulfill their responsibilities with care and loyalty in both actuality and appearance.
- UVU Policy [231](#), Fundraising Authority, Responsibility, and Coordination: Employees in the Institutional Advancement Division shall abide by the highest standards of ethical conduct in fundraising and shall be trained and educated in ethical fundraising best practices.
- UVU Policy [241](#), University Procurement: As a public institution of higher education, UVU strives to be accountable in the use of public funds, to follow ethical practices, and to maintain impartiality and professionalism in its procurement processes.
- UVU Policy [445](#), Institutional Data Management and Access: In UVU's academic community, ethical considerations are an important factor in determining access to administrative data.