

Becoming Messiah University—What Employees Need to Know · June 12, 2020

Dear Colleagues,

In less than a month, we will be faculty, administrators and staff of Messiah University! With our transition from Messiah College to Messiah University just weeks away, the University Implementation Team would like to provide you with some important reminders. We realize that there have been many unexpected circumstances in the past few months, so below are some helpful resources to help inform and prepare you to join in!

And—on **Wednesday, July 1**, we invite you to engage and share the official virtual launch of Messiah University at messiah.edu/university and on Messiah’s social media platforms.

KEY DEADLINES FOR COLLEGE VS. UNIVERSITY LOGO USE

- **Availability of university logo:** The new Messiah University logo will be available for public view and employee download starting on **July 1, 2020** at www.messiah.edu/university. You will also be able to download your office or department’s unit-specific mark to begin to use on your program’s communications.
- **Transition deadline for Messiah College logo:** The cut-off date for the public use of the Messiah College logo on communications, merchandise, and other materials has been extended to **Oct. 1, 2020**. After that deadline, the Messiah University logo should be used to communicate all university affiliation. **Note:** The transition deadline for campus uniforms has been extended through the end of December 2020.
- **Transitional “Messiah” mark:** If your office/department has been using the transitional “Messiah” mark that the College made available during the fall semester—as a reminder, this temporary mark is only permitted to be used on uniforms and other transitional materials through **June 30, 2022**.
- **Extending use of print materials:** Some offices/departments have been using stickers from Messiah Press to extend the use of their current print materials past July 1 that would not have to be otherwise reprinted, except to add the new university logo. **As a reminder, these stickers should not be used to extend print materials past June 30, 2021**, and stickers may *not* be used to extend the life of campus stationery, including letterhead, envelopes and business cards.

UPDATING SOCIAL MEDIA PLATFORMS

Those who manage Messiah department, office or athletic team social media accounts should begin the process of changing usernames/handles that contain “Messiah College” or “college.” The Office of Marketing and Communications will send via mass email a “tip sheet” for how to do this on each social media platform in the coming weeks. However, if you are comfortable making the changes now, please feel free to proceed with changing the handles at any time. **Ideally, these accounts would reflect the “University” name, if needed, by Sept. 1, 2020.** (Messiah has actually already switched over to the new handles to make things a bit easier as we approach July 1!) The new official handles for the University will be as follows:

Facebook: @messiahuniversity

Instagram: @messiah_univ

Twitter: @messiah_univ

Snapchat: messiah_univ

UPDATING YOUR DEPARTMENT'S PRINT COMMUNICATIONS

The design teams in the Office of Marketing and Communications and at Messiah Press have already begun transitioning campus clients' print communication to the new Messiah University visual identity system for those projects that will be released after July 1. All print design projects initiated after that time will continue to be updated to the new Messiah University logo and brand marks on a rolling basis.

UPDATING YOUR DEPARTMENT'S WEB COMMUNICATIONS

Starting July 1, the web services team in the Office of Marketing and Communications will transition Messiah's website (www.messiah.edu) to the new Messiah University logo and brand marks on the homepage and in the site-wide header, footer and global navigational content areas. However, the content managers for individual offices, department and program websites will be responsible for updating the content within the websites they maintain. **Site content managers are asked to review and revise any college-related copy or graphics on their site(s) no later than Oct. 1, 2020.** In addition to pages hosted on Messiah's Jada Content Management System, please work with any vendors who may be hosting a third party site that may reference Messiah College in text or images. Questions may be directed to <https://www.messiah.edu/web-help>.

CAMPUS ADDRESS CHANGE

Messiah's mailing address will be changing to One University Avenue (instead of College Avenue). Your new Messiah address will be:

Name and/or Department
Messiah University
One University Avenue, Suite XXXX
Mechanicsburg, PA 17055

This change takes effect on July 1, 2020, and all offices, departments and programs should begin using the new Messiah University name and street address at that time.

EMAIL SIGNATURE CHANGE

After July 1, all employees are reminded to change their individual Outlook email signature blocks to reflect Messiah University's new name and mailing address.

ORDERING NEW UNIVERSITY STATIONERY PACKAGE

As communicated in previous employee emails, all offices, departments and programs must transition to the new university letterhead, envelope and business card design, and **must discontinue use of the previous Messiah College stationery design after Sept. 1, 2020.** Stationery orders were due on May 15 to ensure delivery by the start of the new academic year. However, you may still place an order using the instructions below and Messiah Press will deliver your order as soon as they are able.

- **How to place an order:** Please visit messiah.edu/mpress, choose the third button called, "Order or Estimate," and then click, "Begin this Form."
- **Delivery:** Messiah Press will be announcing a schedule for offices/departments to pick up their new stationery following the July 1 university launch.
- **Invoices and activity codes:** All requests will be billed using department organization numbers, printing account number (6313), and a temporary activity code which has been

created for tracking print and copy charges related to the name change. The activity code is **CHANGE**, i.e., correct example: 3075-6313-CHANGE. Please expect communication from the Finance Office regarding billing of these charges at a later date.

CAMPUS SIGNAGE

Vice President of Operations Kathie Shafer has been leading a subcommittee that has conducted an inventory of key campus directional and institutional signage that will be managed through the University Implementation Team (i.e., main entrances signage, way-finding signage for campus visitors, external building signage, etc.). However, the transition of signage within individual offices/departments should be managed by those areas, within the parameters of their own department budgets. **If possible, all signage should be transitioned by Oct. 1, 2020.** If you have questions regarding the related transition of campus signage in your areas, please contact Kathie Shafer at KShafer@messiah.edu.

BUDGET FOR MANAGING TRANSITION TO UNIVERSITY

It is important to note that in our current environment of strategic planning and prioritization, there is no additional institutional funding available to help fund individual office, department and program transitional needs from college to university. To assist, we have provided campus budget directors with an extended planning timeframe, and numerous options as described above to help manage their teams' transition to university status within existing operational budgets. If you have related transitional budget-related questions, please contact the senior administrator for your area.

MESSIAH UNIVERSITY LAUNCH CELEBRATION

The onset of the COVID-19 pandemic has altered by necessity, our previously announced plans for Community Day 2020, which was to serve as our celebratory launch event for employees and students. However, President Phipps will proceed with delivering a virtual "State of the University" address in August. (More details will be communicated from the Office of the President at a later time.)

While we will not be meeting together as an entire community on that day—**please respond to the June 12 email from the University Implementation Team to register for a free Messiah University t-shirt (a gift from the Office of the President).** We want all employees to have the chance to show their university spirit at the start of a new academic year!

The University Implementation Team continues to consider how some of the festivities that required delay due to COVID-19 (i.e., our August launch picnic and the card stunt video that was scheduled for early April) may potentially be rescheduled for other times throughout the year—perhaps even into the spring of 2021. Watch for more detailed communication on all of these events and other transitions in the months ahead. In the interim, you can find the most recent information at www.messiah.edu/mu-transition. We will celebrate Messiah's journey to university throughout all of the 2020-21 academic year!

—Your colleagues on the University Implementation Team