Photography Criteria

Background
As the University continues to grow and requests for photo and video coverage continues to largely increase, Communication & Marketing (C&M) has developed the following list of photography assignments to be covered by C&M depending on staff availability and the assignment’s relevance to the University’s overall marketing.

Photos for marketing purposes will be taken of awardees, guest speakers, or event activities for a maximum of 60 minutes; exceptions will be reviewed by C&M in advance of the scheduled event. In the event that C&M is unable to fulfill a request, recommendations for hiring a freelance photographer/videographer at the expense of the requesting area, will be provided.

In order to protect individual privacy, campus demonstrations, LGBT, or DACA-related events/activities will not be photographed by C&M.

Photography Assignments
- Headshot Portraits for:
  - Cabinet Members
  - New Tenure-Track Faculty
  - Staff formally presenting at a conference on behalf of the University
- Faculty or Student research activities (in or outside of the classroom)
- Faculty, Staff or Student Award Recipients
- President serving as a Keynote Speaker at an off-campus event
- External Guest Speakers invited for campus-wide events who have regional, state or national prominence (photos for marketing purposes will be taken time-certain according to the event agenda)
  - Events: (photos for marketing purposes will be taken of awardees, guest speakers, or event activities for a maximum of 60 minutes; exceptions will be reviewed by C&M in advance of the scheduled event). Admitted Dolphin Day
  - African-American Achievement Awards
  - Campus Reading Celebration
  - CCE Celebration of Service
  - Career Fair
  - Convocation
  - Commencement & Grad Fest
• Commencement-Related events or activities including Honors Convocation, Academic honor societies, pinning or stoling ceremonies
• CSU Super Sunday
• Engineering Innovation Summer Bridge
• Farmworker Immersion project
• Involvement Fair
• Investiture
• Island View Orientation
• Legacy Awards
• Light it Up Blue
• Living-Learning Communities
• Student Research Conference (SAGE)
• Science Carnival
• Staff & Faculty Recognition Ceremony
• Serve It Up series (Student Service Summit, United Way Day of Caring, Veterans Day of Service, MLK Day of Service, and Cesar Chavez Day of Service)
• Welcome Week
• Women’s Recognition Luncheon

• University Advancement
  o Alumni events or board members: Dodger Day (every other year?), Mentorship Night, and Mixers
  o Channel Magazine
  o Development: B&TP Leadership Dinner, B&TP Mixer, Lacayo Institute, Planned Giving Advisory Council, President’s Scholars, President’s Dinner & Concert, President’s Circle with invited guest speakers, and scholarship receptions
  o Donors
  o Foundation Annual Report
  o Foundation Board Members
  o Groundbreakings or Dedications
  o News Center website, as needed
  o News Releases, as needed

Videography
Videography requests will be evaluated and completed based on meeting the needs for general University marketing, e.g. academic programs, campus life, campus-wide messaging, student scholarship awardees, or donor-related.

Non-Covered Photography or Videography Assignments
• Archiving of events or activities including grant or reporting purposes
• Campus demonstrations, LGBT or DACA-related events or activities
• Guest speakers for individual classes
• Guest speakers at campus or community speaker series
• Requests for staff headshots* or department/area group photos*
• Commencement Intro or Thank You Videos
*Per a pending MOU with Student Affairs, requests for headshot portraits or department group photos will be fulfilled by C&M depending on availability.