



COMMUNICATION & MARKETING

C H A N N E L
I S L A N D S

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
 - Alumni events or board members: Dodger Day (every other year?), Mentorship Night, and Mixers
 - Channel Magazine
 - 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
 - Donors
 - Foundation Annual Report
 - Foundation Board Members
 - Groundbreakings or Dedications
 - News Center website, as needed
 - 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.