



Rowan University business card editorial style standards and policy

I. Business cards may contain the following employee information:

- Name
- Academic and professional credentials, qualifications and affiliations
- Title
- Department or office
- College or division
- Rowan office telephone
- Rowan office fax
- Rowan e-mail
- Rowan-hosted web page

II. All business cards must adhere to the following style standards:

1. No courtesy titles (Dr., Mr., Mrs., Ms., Miss)
2. Use working titles, not state titles (i.e., Program Coordinator, not program specialist II or Assistant Director, Facilities, not Assistant Supervisor I, Trades)
3. Credentials and affiliations may occupy up to nine characters after one's name
4. Use degree designations without periods (MS, MA, MFA, MBA, EdD, PhD, JD, etc.).
5. List the highest degree earned without preceding degrees.
6. Use affiliations and credentials without periods (APR, CPA, CPP, etc.)
7. Use only descriptors that are relevant to one's employment at the University (i.e., no military ranks, unrelated professional credentials, etc.)
8. Members of the professional staff whose primary responsibility is academic advising may use the title "Academic Advisor" or "Graduate Program Advisor"
9. Engineering faculty who chair a program may use "Chair" and their program name. Chairs in other colleges may use "Chair" and the department name.
10. Only Rowan phone and fax numbers, Rowan-based e-mail addresses and Rowan-hosted web pages may be

included on business cards. Personal contact information should be included on syllabi or other course-specific information distributed to students.

III. Business card policy for adjunct faculty

Because adjunct faculty generally serve the University on a limited basis, the University does not routinely provide business cards for them. However, if the nature of an adjunct's assignment requires business cards, the adjunct must request the cards through the department chair, who will forward the request to the dean of the college.

If the dean approves the purchase, the order may be placed through the normal process initiated with the card order form and requisition.

If the dean approves the adjunct's request but not the funds to purchase the card, the adjunct may purchase the cards personally by using the card order form and paying the University's printer directly. In either case, the card must comply with Rowan graphic and editorial standards and must be produced by the University's contracted vendor, Glassboro Printing.

The intent of the policy is threefold:

1. To limit the access of adjuncts to business cards so that those who teach temporarily or infrequently will not have cards that suggest a significant relationship with the University equivalent to tenured or tenure-track full-time or part-time faculty.
2. To maintain the graphic and editorial standards for business cards that provide an employee with consistent, legitimate identification with Rowan University.
3. To ensure the allocation of funds for business cards to those whose employment with the University requires cards.

Rowan University Business Card Order Form

University business cards print in brown and gold ink on white stock. All business cards will be sent by purchasing to be typeset and printed by a vendor on contract with the University. Purchasing will send you a proof for your approval. Work will not continue until you return the proof to Purchasing with approval or changes indicated. Please allow approximately two weeks for delivery of business cards.

The prices for cards are in effect for orders placed from May 2, 2005 to June 30, 2006. If you make changes to the proof you will be charged extra & delivery may be delayed. Provide your name, title, e-mail, phone & fax numbers. Business card standards are available from University Publications. From the lists below, please select the college or department you represent. Check all that apply.

Colleges & Departments

Centers, Institutes & Grants

- Liberal Arts & Sciences Institute for Research & Community Service
- McSIIP/Project Smart/NJSSI
- Beginning Teacher Induction Center
- Career & Academic Planning Center
- Academic Success Center
- Center for Addiction Studies
- Center for Innovation & Entrepreneurship
- Center for Learning & Volunteerism
- Center for the Study of Student Life
- Education Institute
- Faculty Center for Excellence in Teaching & Learning
- International Center
- Management Institute

College of Communication

- Department of Communication Studies
- Department of Writing Arts
- Department of Journalism
- Department of Public Relations/Advertising

- Department of Radio/TV/Film
- Rowan Radio 89.7 WGLS-FM

College of Education

- Office of the Dean
- Department of Educational Leadership
- Department of Elementary/Early Childhood Education
- Department of Health & Exercise Science
- Office of Field Experiences
- Department of Reading
- Department of Secondary Education/Foundations of Education
- Department of Special Educational Services/Instruction

College of Engineering

- Department of Chemical Engineering
- Department of Civil & Environmental Engineering
- Department of Electrical & Computer Engineering

- Department of Mechanical Engineering
- Engineering Outreach Office

College of Fine & Performing Arts

- Office of the Dean
- Department of Art
- Department of Music
- Department of Theatre & Dance
- Westby Gallery

College of Liberal Arts & Sciences

- Office of the Dean
- Department of Biological Sciences
- Department of Chemistry & Biochemistry
- Department of Computer Science
- Department of Economics
- Department of English
- Department of Foreign Languages & Literatures
- Department of Geography & Anthropology
- Department of History
- Department of Law/Justice Studies

- Department of Mathematics
- Department of Philosophy & Religion
- Department of Physics & Astronomy
- Edelman Planetarium
- Department of Political Science
- Department of Psychology
- Department of Sociology

The Graduate School

- Office of Government Grants & Sponsored Projects
- Office of the Dean
- Office of the Associate Provost for Research

William G. Rohrer College of Business

- Office of the Dean
- Department of Accounting & Finance
- Department of Management/MIS
- Department of Marketing
- MBA Program

Administration

Administration & Finance

- Office of the Vice President for Administration & Finance
- Associate Vice President & Controller
- Accounting Services
- Accounts Payable
- Bursar
- Payroll
- Purchasing
- Bookstore
- Child Care Center
- Dining Services (Sodexo)
- Employee & Labor Relations
- Facilities Planning & Construction
- Resource Management
- Facilities Operations
- Human Resources
- EEO/AA
- Internal Audit
- Mail Room
- Public Safety
- Safety & EMS

Budget & Planning

- Office of Institutional Research & Planning
- Budget Office

Office of the President

- AFT
- Office of Civic & Government Relations
- University Senate

Office of the Provost

- Academic Affairs Office
- Information Resources
- Office of Associate Provost
- Enterprise Information Systems
- Duplicating Services
- Instructional Technology Services
- Network and System Services
- Information Resources Training Services
- Thomas N. Bantivoglio Honors Program
- ROTC
- Campbell Library
- Acquisitions
- Administration
- Cataloging
- Circulation
- Government Publications
- Inter-Library Loan/Document Delivery
- Music Library
- Periodicals
- Public Services
- References

- Special Collections/Archives Division

Student Affairs

- Admissions Office
- International Student Services
- Office of the Vice President for Student Affairs
- Office of the Associate Vice President for Student Affairs
- Office of Dean of Students
- Office of Judicial Affairs
- EOF/MAP
- Athletics Office
- Sports Information Office
- Student Health Services
- Health, Counseling & Psychological Services
- Counseling & Psychological Services Center
- Student Health Center
- Financial Aid Office
- Office of the Registrar
- Office of Residence Life
- Office of Student Information Services
- Student Center
- Office of Multicultural Affairs
- Student Recreation Center
- Student Government Association

- Office of University Housing

University Advancement

- Alumni Relations
- Development
- Development Information Systems
- Major Gifts & Planned Giving
- University Foundation
- University Publications

University Relations

- University Relations Office
- University Marketing Office
- Web Development

Other: _____

Rowan University at Camden

Department/Office: _____

*** If Camden is checked, please use Camden address:**

Rowan University at Camden
200 North Broadway
Camden, NJ 08102

Titles

- | | | | | |
|---|---|--|---|--|
| <input type="checkbox"/> Administrative Assistant | <input type="checkbox"/> Assistant Vice President | <input type="checkbox"/> Coach | <input type="checkbox"/> Executive Director | <input type="checkbox"/> Security Officer |
| <input type="checkbox"/> Adjunct Faculty | <input type="checkbox"/> Associate Dean | <input type="checkbox"/> Computer Support Specialist | <input type="checkbox"/> Guard | <input type="checkbox"/> Special Assistant |
| <input type="checkbox"/> Advisor | <input type="checkbox"/> Associate Director | <input type="checkbox"/> Coordinator | <input type="checkbox"/> Head Coach | <input type="checkbox"/> Vice President |
| <input type="checkbox"/> Assistant Coach | <input type="checkbox"/> Associate Professor | <input type="checkbox"/> Counselor | <input type="checkbox"/> Instructor | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Assistant Dean | <input type="checkbox"/> Associate Provost | <input type="checkbox"/> Dean | <input type="checkbox"/> Librarian | |
| <input type="checkbox"/> Assistant Director | <input type="checkbox"/> Associate Vice President | <input type="checkbox"/> Director | <input type="checkbox"/> Professor | |
| <input type="checkbox"/> Assistant Professor | <input type="checkbox"/> Chairperson | <input type="checkbox"/> Executive Assistant | <input type="checkbox"/> Program Assistant | |

Please print your personal information and billing information below

Name _____
 E-mail _____
 Phone _____
 Fax _____
 Fund # _____ Org. # _____
 Requisition # _____

Business Card Quantity (Price)

- 250 (\$39.11)
- 500 (\$50.17)

Signature _____ Date _____

Please fax this form to 856-256-5623 or return to Purchasing in Bole Hall.