



Administration & Finance

Policy & Procedure

www.umb.edu/administration/finance/index.html

Issuing Office: Human Resources

Policy Number: FY17-HRS-010-00

Policy Name: University Business Card Policy

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Last Update:

Purpose of Policy:

This policy standardizes the eligibility, purchase, design and usage of university business cards. It establishes approval and ordering procedures, maintaining the standard UMB branding design, and quality control.

Applicable to: To all university employees.

Policy:

Business cards are purchased for university employees to facilitate communication and connections with both internal and external students, colleagues, organizations, governments and businesses to further the progress of the university. Department heads and supervisors have discretion in determining whether business cards for an individual will serve a suitable university purpose.

Business cards shall not be used to misrepresent the individual's relationship with the university.

The following employees are eligible for business cards with the approval of their supervisor and authorized signatory authority:

- Benefitted staff and all faculty, (including non-tenure track faculty) with titles that match the Human Resources System.

The following employees may NOT be eligible for business cards unless the department head and authorized signatory authority approve this unusual purchase:

- Non-Benefitted Temporary Employees
- Adjunct Faculty (non-salaried)
- Student Trustees
- Consultants (individuals)
- Graduate Student Employees
- Research Fellow – Non Benefitted

Human Resources

10/18/2016

University of Massachusetts Boston
Human Resources
100 Morrissey Blvd
Boston, Massachusetts 02125
(617) 287-5150



Administration & Finance

Policy & Procedure

www.umb.edu/administration/finance/index.html

The following retirees may be eligible for business cards if approved by the Provost's Office, and if the card includes that the faculty member is retired:

- Retired Faculty

The following individuals are NOT eligible for business cards:

- Undergraduate students/employees
- Graduate students
- Alumni
- Retirees (non-faculty)
- Contractors
- Volunteers

Business cards shall not be used after separation from the university; all remaining cards should be returned to the supervisor at the exit checkout.

Business cards must:

- Follow the UMass Boston format/brand;
- Include only those titles on HR Direct. If a job title has changed, file the appropriate paperwork with Human Resources prior to submitting a business card order;
- Be ordered from the University's Quinn Graphics; UMass Boston business cards cannot be purchased from an external source;
- Include only university information-no personal emails, phone numbers, etc.;
- Be paid for using university funds.

Definitions:

Business card is a small card printed with one's name, professional occupation; position title, business address, and other authorized information, in accordance with this policy.

Consultant is an individual engaged to perform consultant services for or on behalf of the University under a Contract or Sub-contract, other than in an employment status, and minimally supervised by University personnel.

Contractor is company contracted with the university to provide a service.

HR Direct - UMass system in which human resources functions are performed and stored to ensure employees are hired, titles are correct, time is accurately reported, leaves accrue, and payrolls are processed.



Administration & Finance

Policy & Procedure

www.umb.edu/administration/finance/index.html

Signatory Authority is an individual in a department who has been authorized by the department head to financially obligate the University. All signatories are on file in the Controller's Office.

Procedure:

University Format:

UMass Boston Business Cards are designed with the UMass Boston brand in accordance with the UMass Boston Brand Manual 2009, as amended.

https://www.umb.edu/creative_services/brand_manual

It is important to remember that business cards are small and are intended to provide basic contact information with a limited number of titles, credentials, etc.

The following information is on the business cards:

Name
Title and credentials (Line 1)
Title and credentials (Line 2) (Optional)
Department name
UMB mailing address
Phone 1 - Phone 2 (Optional)
UMB Email address
UMB Website

The following are allowed:

- Three degrees or certification designations listed after an individual's name.
- Two lines for titles, even when an individual carries multiple titles.
- One university mailing address, including those of university institutes and offices located at an off-site campus location.
- One or two university phone numbers
- One university email address
- One university website
- Printing on one-side in accordance with UMB branding guide. If a foreign language translation is needed, the reverse side is used.



Administration & Finance

Policy & Procedure

www.umb.edu/administration/finance/index.html

Purchase Process:

- Department submits card requests to Quinn Graphics <https://www.umb.edu/quinngraphics> using the online Business Card Request Form, providing all information to be printed on the card.
 - The university currently has a single style of business card.
 - If special accommodations on business card content are needed, contact the ADA Compliance Office at 617-287-4818.
 - Number of cards may be limited due to the timeframe of affiliation. The department should notify Quinn Graphics if they want less than the full box of 300 cards.
- Each request must be accompanied by the departmental speed type.
- A proof of the card will be provided online for review before printing. The department is responsible for checking the proof for accuracy and correctness and approving.
- Quinn Graphics will verify the approval and signatory authority.
- Quinn Graphics will review each employee business card request, fact-check name, title, department, active status with HR Direct, and confirm adherence to business card content requirements. Approved business cards will be ready in **3-4 business days**.
- If there is a discrepancy, Quinn Graphics will email HR and the department with the differences from HR Direct. HR will confirm the correct information for the card through an email to Quinn Graphics and the department. Quinn Graphics will then confirm with department that they wish to proceed with the HR decision.
- Discrepancies may result in a delay of the order.
- All cards will be delivered via campus mail, unless pick up is requested by the department. Email in advance to arrange for cards to be held for pick-up.

Enforcement and Consequences:

Departments, as well as supervisors and employees, will be subject to appropriate sanctions for failing to properly follow business card purchase and use according to the procedures set forth in this policy.

- Incidents of non-compliance for business cards should be reported to the Office of Human Resources for appropriate remedial actions.

The university is not liable for activities pertaining to the usage of the business cards that are not in accordance with this policy.



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www.umb.edu/administration/finance/index.html

Oversight Department: Human Resources

Responsible Party within Department: Assistant Vice Chancellor, HR

Responsible Party that monitors implementation of this policy: Manager of Quinn Graphics.

Monitoring:

Human Resources will approve all titles on business cards. If any questions arise, Quinn Graphics will coordinate with HR for a decision.

Quinn Graphics will confirm the following in accordance with this policy:

- Card approval, eligibility and information
- Branding consistency

Authority:

T92-031 Policy for Management of University Funds

Official policy documents are on the HR website and are updated regularly.