



09.02.01.E0.01 Official Agency Messaging

Approved June 29, 2022
Next Scheduled Review: June 29, 2027

Supplements System Regulation [09.02.01 Official Messaging](#)

Standard Administrative Procedure Summary

In accordance with Texas A&M University System Regulation [09.02.01 Official Messaging](#), this procedure establishes the Texas A&M Engineering Experiment Station (TEES) processes for adherence to this regulation.

Procedures and Responsibilities

1. TEES employees are expected to route official agency messaging, such as agency press releases, agency-wide social media and website postings, and agency external and vehicle signage requests through proper channels.
 - 1.1. The Engineering Communications Office is responsible for official, agency-wide social media and website postings, and press release content and distribution, in consultation with subject matter experts.
 - 1.1.1. The Engineering Communications Office manages and maintains the Content Management System (CMS) for tees.tamu.edu. Website updates and maintenance must be coordinated with CMS-trained Engineering Communications employees or a designee identified by Engineering Communications in order to ensure accessibility, unified messaging for target audiences and brand alliance.
 - 1.2. The Engineering Communications Office regularly tracks media coverage for the agency, and subject matter experts are encouraged to inform agency communications staff of media interview requests and placements.
 - 1.3. The Engineering Communications staff is available to help develop relationships with members of the media, coordinate media interview requests for subject matter experts and provide guidance to subject matter experts to help ensure successful interactions with the media.



The Texas A&M University System

Texas A&M Engineering Experiment Station (TEES)

- 1.4. The Engineering Communications Office provides approved logos for vehicle signage. Vehicles leased through the Texas A&M University Transportation Services must follow [vehicle branding guidelines](#).
- 1.5. The Facilities Offices for Texas A&M University and RELLIS are responsible for official agency external building signage. Engineering Communications provides branding guidance.

Related Statutes, Policies, or Requirements

[Policy 09.02, Use of System Names and Indicia](#)

[Regulation 09.02.01, Official Messaging](#)

Appendix

Engineering Communications [services](#) and [resources](#) are available online and by contacting the Engineering Communications Office.

Contact Office

Engineering Communications | 979-845-5510 | engcommprojects@tamu.edu