



University of North Alabama

Employee Policy Manual and Handbook

Public Relations

University employees help shape the University's image among students, visitors, friends, supporters, alumni, and members of the community. Therefore, each employee is, in effect, a public relations representative. Courtesy, helpfulness, respect, and friendliness make for good public relations. All university employees are expected to help make the campus "user friendly" so as to foster good public relations and the recruitment of new students.