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## Northumbria University – Marketing and Communications Retention Schedule

### 7 Marketing and Communications

#### 7.1 Corporate Identity

Activities involved in managing the institution's corporate identity and brands

| CATEGORY   | TRIGGER         | PERIOD   | ACTION  | CITATION      |
|--|-----------------|----------|---------|---------------|
| Logos and templates  | When superseded | 80 years | Destroy | Good Practice |
| Records concerning the development and design of logos and templates | When superseded | N/A      | Destroy | Good Practice |
| Guidelines on appropriate use of the corporate Identity              | When superseded | 1 year   | Destroy | Good Practice |

#### 7.2 Publications and Promotional Materials

| CATEGORY  | TRIGGER             | PERIOD    | ACTION             | CITATION        |
|---|---------------------|-----------|--------------------|-----------------|
| Records concerning the commissioning, design, editing, approval and production of publications and promotional materials, including prospectus. | Date of publication | 5 years   | Destroy            | Good Practice   |
| Final versions of publications and promotional materials  | Date of publication | 10 years  | Destroy or Archive | CMA Requirement |
| Development, placement and impact assessment of advertisements.   | Date of publication | 5 years   | Destroy            | Good Practice   |
| Staff and Student newsletters and notifications   | N/A                 | Permanent | Archive            | Good            |

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|  |                 |        |         |               |
|--|-----------------|--------|---------|---------------|
|  |                 |        |         | Practice      |
| Web protocols on publishing to the University Website/Intranet | When superseded | 1 year | Destroy | Good Practice |

### *7.2.1 Marketing Campaigns*

| <b>CATEGORY</b>   | <b>TRIGGER</b>                 | <b>PERIOD</b> | <b>ACTION</b> | <b>CITATION</b> |
|---|--------------------------------|---------------|---------------|-----------------|
| Planning, development, placement and impact of advertisements.      | Current                        | 5 years       | Destroy       | Good Practice   |
| Planning, design, implementation and review of marketing campaigns. | Completion of campaign         | 3 years       | Destroy       | Good Practice   |
| Design and development of market research tools                     | Completion of Research         | 5 years       | Destroy       | Good Practice   |
| Market research data: data relating to identifiable individuals.    | Completion of analysis of data | N/A           | Destroy       | Good Practice   |
| Market research data: aggregated data and analyses.                 | Completion of analysis         | 10 years      | Destroy       | Good Practice   |

## Northumbria University – Marketing and Communications Retention Schedule

### 7.2.2 Surveys

| CATEGORY  | TRIGGER                              | PERIOD   | ACTION  | CITATION      |
|---|--------------------------------------|----------|---------|---------------|
| Records relating to the design and conduct of survey or questionnaire | Completion of survey / questionnaire | 5 years  | Destroy | Good Practice |
| Individual responses  | Completion of analysis               | N/A      | Destroy | Good Practice |
| Analysis of responses   | Completion of analysis               | 10 years | Destroy | Good Practice |
| Ad-hoc individual feedback comments or forms                          | Completion of survey / questionnaire | 5 years  | Destroy | Good Practice |

### 7.3 Public Relations

| CATEGORY   | TRIGGER  | PERIOD  | ACTION  | CITATION             |
|--|--|---------|---------|----------------------|
| Public events and campaigns planning   | Completion of event / campaign                       | 5 years | Destroy | Good Practice        |
| <p>Organisation and administration of events, including attendance lists*.</p> <p>*This is the attendance list only. A flag that someone attended an event may be included on their CRM/SITS record.</p> | Completion of event                                  | 1 year  | Destroy | Good Practice        |
| Details of individuals signed up to receive newsletters  | Individual's consent withdrawn/ or if consent is not | N/A     | Destroy | Data Protection GDPR |

## Northumbria University – Marketing and Communications Retention Schedule

|  |  |         |         |                     |
|--|--|---------|---------|---------------------|
|  | explicitly renewed when requested, during periodic review of mailing lists |         |         |                     |
| Planning and impact/results of events. | Completion of event  | 2 years | Destroy | Good Practice       |
| Corporate sponsorship arrangements     | Termination of sponsorship   | 6 years | Destroy | Limitation Act 1980 |

### 7.3.1 Enquiries and Complaints

See also, Section 2 Student Records - **2.1 Enquiries from Prospective Students**

| CATEGORY   | TRIGGER                | PERIOD  | ACTION  | CITATION      |
|--|------------------------|---------|---------|---------------|
| Enquiries from member of the public and the responses provided.  | Last Action on enquiry | 1 year  | Destroy | Good Practice |
| Complaints from member of the public and the responses provided. | Last Action on enquiry | 3 years | Destroy | Good Practice |

### 7.4 Media Relations

| CATEGORY                            | TRIGGER         | PERIOD    | ACTION  | CITATION                           |
|-------------------------------------|-----------------|-----------|---------|------------------------------------|
| Records of media contacts           | When superseded | N/A       | Destroy |                                    |
| Press releases – significant events | N/A             | Permanent | Archive | To preserve a historical record of |

## Northumbria University – Marketing and Communications Retention Schedule

|   |                      |         |         |                                   |
|---|----------------------|---------|---------|-----------------------------------|
|   |                      |         |         | the development of the University |
| Press releases - other                                      | End of academic year | 5 years | Destroy | JISC recommendation               |
| Transcripts of media briefings and interviews               | End of academic year | 5 years | Destroy | JISC recommendation               |
| Monitoring and analysis of media coverage of the University | End of academic year | 5 years | Destroy | JISC recommendation               |
| Press cuttings  | End of academic year | 5 years | Archive | JISC recommendation               |

### 7.5 Recruitment and Outreach

See also, Section 2 Student Records - **2.1 Enquiries from Prospective Students** and **2.2 Application Records**

| CATEGORY                             | TRIGGER             | PERIOD   | ACTION  | CITATION      |
|--------------------------------------|---------------------|----------|---------|---------------|
| Programme of events                  | Completion of event | 5 years  | Destroy | Good Practice |
| Administration of events             | Completion of event | 1 year   | Destroy | Good Practice |
| Materials for events                 | When superseded     | 1 year   | Destroy | Good Practice |
| Workshop attendees                   | Date of event       | 6 months | Destroy | Good Practice |
| Lists of Student ambassadors         | Date of appointment | 5 years  | Destroy | Good Practice |
| Student ambassadors personal details | Date of             | 6 years  | Destroy | Good Practice |

**Northumbria University – Marketing and Communications Retention Schedule**

|   |  |          |         |               |
|---|--|----------|---------|---------------|
|   | appointment  |          |         |               |
| Student mentors   | Date of appointment  | 1 year   | Destroy | Good Practice |
| Mentees   | Date of summer school selection form   | 1 year   | Destroy | Good Practice |
| Summer school attendees   | Date of application  | 2 years  | Destroy | Good Practice |
| Data entered into Higher Education Access Tracker (HEAT)                | HEAT is not hosted by Northumbria University. The data is retained by University of Kent permanently |          |         |               |
| Event or training feedback and evaluation forms – individual responses  | Completion of analysis   | N/A      | Destroy | Good Practice |
| Event or training feedback and evaluation forms – Analysis of responses | Completion of analysis   | 10 years | Destroy | Good Practice |