



Procedure Number: AD 1.3

Procedure Title: Name Tags

Relevant Board Policy:

Relevant SACSCOC Principle:

Originating Unit: Office of the President/College Services/Office of Marketing and Strategic Communications

Maintenance Unit: Office of Marketing and Strategic Communications

Contact for Interpretation: President of Northeast Lakeview College

I. Purpose:

The purpose of this procedure is to provide guidance on the wearing and ordering of name tags.

Definitions:

Name Tag-Badge worn on the outermost clothing as a means of displaying the wearer's name for others to view, differing from your employee identification badge.

II. Procedure statement:

In order for employees to connect with visitors and students, especially during the crucial first weeks of each semester, all full and part-time employees should wear a name tag.

- A. Name tags should be worn by employees, while on campus or when representing the campus offsite, on the outermost garment.
 1. Name tags may be worn on lanyards or other locations with the written approval of the employee's direct supervisor so long as the name tag is visible.
- B. Northeast Lakeview College's Office of Marketing and Strategic Communications is responsible for purchasing nametags for new employees only.
 1. Name tags will be purchased only after the appropriate information is provided by the employees corresponding Vice President's Office.
 - a. Office of Marketing and Strategic Communications will only confirm standards of procedure and Job title/Department. Spelling of all names should be confirmed before submitting.
 2. The nametag will be ordered with a standard magnetic back.
 3. The Vice President of College Services will provide Northeast Lakeview

College's Office of Marketing and Strategic Communications with a budget for Name Tag purchases.

- C. The nametag will be limited to two lines of text approved by the Director of Marketing and Strategic Communications
1. Line one must include your name (preferred first and last).
 - a. Middle name or initial may be included if requested
 - b. Courtesy titles, including but not limited to Mr., Mrs., Ms., Mx., should not be used.
 - “Dr.” may be used only if qualifying credential is not included at the end on name
 - c. If space permits, one credential may be added
 - Faculty, staff, and administration may list a terminal degree after their name.
 - If “Dr.” title is used, credential may not be included
 - Clinical faculty may use their highest degree and licensure and/or certification
 - Because of space limitations, one certification and/or licensure may be used.
 2. Line two should be limited to the employee’s job title or department only.
 - When necessary to save space abbreviate assistant (asst.), associate (assoc.) and coordinator (coord.)
 3. The nametag will be provided using capital and lower-case letters on both lines for ease of readability.
- D. Shared name tags for student workers, peer ambassadors, or volunteers are permitted but must limited to the following as applicable.
1. Department Name
 2. Job Title
 3. “Volunteer”, “Staff”, or other generic title approved by the Director of Marketing and Strategic Communications
- E. The Office of Marketing and Strategic Communications is responsible for providing the logo and template to the district-approved vendor when the contract is established.
1. The approve vendor(s) for Northeast Lakeview College are limited to the following:

a. Monarch Trophy Studio

Attachment:

Originator: Donna King/Javier Luis Leal/Kathleen Labus

Date Approved:

Last Updated:6/27/2024

Approved: _____

Title: