



# 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.