

Guidelines for In Memoriams

Cal Poly Pomona's Department of Strategic Communications is tasked with posting In Memoriam posts for the CPP News news website. The university aims to recognize members of the campus community who have made an impact at Cal Poly Pomona. Guidelines are being established to set parameters for what type of stories can be posted as a way to acknowledge those who have contributed.

Process of submitting In Memoriams:

The communicators of the respective colleges should be responsible for gathering information, collecting photos and writing the In Memoriam posts. If the communicator is not able to write the In Memoriam, they should contact Melanie Johnson, senior writer and editor in Strategic Communications at mcjohnson@cpp.edu, to request assistance.

In Memoriams should be submitted on Monday.com and include a high-resolution photo.

Post Categories:

VIPs and Human Interest: Stories of 400 or more words on those who have had highly visible roles on campus or have served as the public face of the university.

In Memoriams: Posts of 200 to 400 words on trailblazers and difference makers who have made a significant impact and those who were instrumental in the development of a program or college.

Passings: Short blurbs of up to 200 words on a member of the campus community who may not have had a highly visible role, but have served the university well.

Metrics for determining the appropriate category:

- Prominence
- Time and Service
- Human Interest/Visibility
- News Value
- Employee Status

Students won't be featured in the In Memoriam section.