



# UNIVERSITY of MARYLAND SCHOOL OF NURSING

## **Guideline for Distribution of Research-Related Advertisements from Researchers Not Affiliated with the University of Maryland School of Nursing**

**Responsible Administrator:** Associate Dean for Research

**Sponsoring Unit:** Office of Research and Scholarship

**Effective Date:** 10/19/2021

**Last Reviewed:** 11/15/2022

**Next Scheduled Review:** 08/2024

### **GUIDELINE STATEMENT**

Researchers from outside of the University of Maryland School of Nursing (UMSON) frequently request access to UMSON faculty, staff, students, and/or alumni as research participants.

Institutional Review Board (IRB)-approved hard-copy flyer/brochure advertisements are permitted to be posted on various community boards throughout the School. It is the researcher's responsibility to post and remove hard-copy advertisements. The School reserves the right to remove advertisements at any time. Classroom distribution of hard-copy materials is not permitted.

Email solicitation with IRB-approved emails is not permitted except under extremely limited circumstances where the research is of specific interest or benefit to UMSON and has undergone the review process described below. The School utilizes The Elm: Nursing and has established *The Elm Weekly: School of Nursing*, UMSON's weekly newsletter, as a means of reaching UMSON faculty, staff, and students while preventing excessive emails. The Elm: Nursing and *The Elm Weekly: School of Nursing* may be used as a means of informing faculty, staff, and students about opportunities to participate in research. *Maryland Nursing: Events and Notes* may be used as a means of informing alumni about opportunities to participate in research.

This document provides guidance for use of The Elm: Nursing, *The Elm Weekly: School of Nursing*, and *Maryland Nursing: Events and Notes* by individuals not affiliated with UMSON to invite UMSON faculty, staff, students, and/or alumni to participate in research studies. It outlines the submission requirements and considerations for researchers not affiliated with UMSON to distribute research-related advertisements in The Elm: Nursing, *The Elm Weekly: School of Nursing* newsletter, and *Maryland Nursing: Events and Notes*.

### **DEFINITIONS**

**The Elm: Nursing:** An UMSON-specific subsite of the University of Maryland, Baltimore's (UMB) The Elm, a community-sourced website providing internally focused content to UMB

audiences in the categories of Stories, Events, Announcements, Accolades, and more. *The Elm: School of Nursing* newsletter is a digest of content submitted to The Elm: Nursing during the previous week and is distributed weekly to UMSON faculty, staff, and students.

***Maryland Nursing: Events and Notes:*** An UMSON-specific digital publication that promotes UMSON news, events, and notes and is distributed monthly to UMSON alumni, with faculty and staff copied.

## SCOPE

This guideline applies to all individuals who are not affiliated with UMSON who wish to invite UMSON faculty staff, students, and/or alumni to participate in research.

## RELATED POLICIES, PROCEDURES, STATUES, AND REGULATIONS

### School of Nursing Policies and Procedures

- [Policy on The Elm: Nursing Website and The Elm Weekly: School of Nursing Newsletter](#)<sup>1</sup>

### UMB Policies and Procedures

- [Communications Procedures: Submit Content for The Elm](#)<sup>2</sup>

## PROCEDURES

### 1) Approval from the UMSON Office of Research and Scholarship (ORS) and, if distribution to students and/or alumni is applicable, the academic associate dean(s)

Basic requirements for submission to The Elm: Nursing or *Maryland Nursing: Events and Notes* of research-related promotional material include:

- a summary of the research and its significance and rationale for targeting UMSON (staff, faculty, students, and/or alumni)
- IRB approval from home institution
- protocol
- IRB-approved advertisement copy and artwork to be used
- other material may be requested.

The requestor must first send a formal request to ORS for consideration. The formal request should be sent via email to [NRSResearch@umaryland.edu](mailto:NRSResearch@umaryland.edu) and must contain the basic requirements described above. Approval is solely at the discretion of UMSON based upon the

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<sup>1</sup> <https://www.nursing.umaryland.edu/intranet/media/son/intranet/policies-procedures/Policy-The-Elm-Nursing-Website-The-Elm-Weekly-School--Nursing-Newsletter.pdf>

<sup>2</sup> <https://www.umaryland.edu/policies-and-procedures/library/administration/procedures/communications/submit-content-for-the-elm.php>

topic of research, the significance of the results of the research, and the importance of access to our population. If the request is granted, the ORS will provide the requestor with a notification of approval (email, letter, etc.). Note, the researcher is responsible for making any modifications to their IRB protocol necessary for recruitment using an electronic newsletter.

Exceptions related to email solicitations must be included in the original request to the ORS for consideration. Exceptions will be approved by the dean upon the recommendation of the associate dean for research, based upon the researchers involved, the nature of the project, and the specific interest or benefit of the research to UMSON.

#### *Requirements for Targeting/Recruiting UMSON Students/Alumni*

In addition to requiring ORS approval to promote the research, approval also must be obtained from the academic associate dean for each student/alumni group. Academic associate deans are listed after the individual faculty listings in the [UMSON directory](#)<sup>3</sup>. The ORS will assist researchers to identify appropriate individuals for obtaining permission.

### **2) Submission to The Elm: Nursing** via the [online submission form](#)<sup>4</sup>

#### *Guidelines for Submission to The Elm: Nursing*

1. Hyperlinks should be indicated in the Elm submission if/when appropriate.
2. One image/photo can be uploaded with each submission; alt text for accessibility must be included, as indicated in the Elm submission form.
3. Only image files (JPG and PNG) can be attached to Elm submissions. Other types of files (e.g. Word documents, PDFs) must first be available online; links to them can be included in the body copy of the submission.
4. Once approved, Elm submissions are self-service. The UMSON Office of Communications does not submit to The Elm on behalf of other units, except in specific circumstances at the office's discretion.

### **3) Submission to Maryland Nursing: Events and Notes**

These requests are handled on a case-by-case basis. Submissions will be sent to the Office of Development and Alumni Relations for consideration after ORS and applicable academic associate dean approval.

## **CONTACTS**

For questions regarding this guideline and/or applicability, please contact the UMSON Office of Research and Scholarship at [nrsresearch@umaryland.edu](mailto:nrsresearch@umaryland.edu).

For questions regarding submissions to The Elm: Nursing, please contact [NRSCommunications@umaryland.edu](mailto:NRSCommunications@umaryland.edu).

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<sup>3</sup> <https://www.nursing.umaryland.edu/directory/>

<sup>4</sup> <https://elm.umaryland.edu/submit/>

**DATE AND SIGNATURE**

Date: November 15, 2022

Approved by the Dean:

A handwritten signature in black ink that reads "Joe Marie Kusel". The signature is written in a cursive style with a long, sweeping tail on the letter "l".