

Title: #VII-14. Coordination of Publications

Date: August 28, 2009 (replaces version dated March 7, 2003)

Coordination of all college publications is the responsibility of the Institutional Advancement Office. This includes handling communications with originators of publications and ensuring articulation with the Graphics and Printing Departments for production.

Publications are those printed and electronic materials produced by the college that are used for public information, marketing and recruiting as well as those printed and electronic materials used internally, such as handbooks, newsletters, etc. Also included are printed and electronic materials designed for external distribution, excluding memos and letters.

A. Levels of priority regarding campus publications are:

1. Those that impact the on-going operation of the institution (catalog, handbooks, etc.)
2. Those relative to college functions (special events)
3. Other (program brochures)

B. The campus publication process is as follows:

1. Client will initially obtain signature approval of appropriate executive-level administrator for proposed publication.
2. Client will originate publication with the Institutional Advancement Office and may request assistance in copy development, editing, etc.
3. The Institutional Advancement Office will forward publication material to the Graphics Department for the purpose of format design, art production, and layout.
4. The Institutional Advancement Office will proofread copy and forward it to client for approval.
5. Graphics will prepare final copy for submission to the Print Shop and/or for posting on the web. Client will be responsible for notifying Graphics/Print Shop regarding budget code and publication quantity.

Printed materials not required to follow the publication process are forms, business cards, quick-copy flyers for in-house display or distribution, etc.