Title: #VII-14. Coordination of Publications

Date: August 11, 2016 (replaces version dated June 3, 2016)

Coordination of all college publications is the responsibility of the Director of Marketing and Communications. This includes handling communications with originators of publications and ensuring articulation with the Graphics and Printing Department 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.

All campus publications must include the institution’s logo. In addition, the institution’s equal opportunity statement, as quoted below, must be included in a readable font size. In large publications, such as the catalog or handbooks, the statement must be prominently located in the front of the publication. Any exceptions or modifications must be approved by the Special Assistant to the President.

West Virginia University at Parkersburg is an Equal Opportunity/Affirmative Action institution and does not discriminate on the basis of race, sex, gender identity, marital status, pregnancy, sexual orientation, age, disability, veteran status, religion, color, ancestry, or national origin in admission, employment, educational programs or activities; nor does it discriminate on the basis of genetic information in employment or employee health benefits. Further, faculty, staff, students, and applicants are protected from retaliation for filing complaints or assisting in an investigation of discrimination. Inquiries regarding non-discrimination policies may be directed to: Debbie Richards, Special Assistant to the President, 304-424-8201, WVU Parkersburg, 300 Campus Drive, Parkersburg, WV 26104.

In accordance with CFR 29 § 37.34(a), the following additional statement will also be included in publications:

Auxiliary aids and services are available upon request to individuals with disabilities.

A. Levels of priority regarding campus publications are:

1. Those that impact the ongoing 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 fill out a Project Request Form, and obtain approval from appropriate budget authority to submit request to the Marketing and Communications Office.

2. Client will email Project Request Form to the Director of Marketing and Communications for review. Director may request a meeting with client to discuss the project.

3. The Marketing and Communications Director will forward Project Request Form to the Graphic Artist for the purpose of format design, art production and layout.

4. The Marketing and Communications Office will proofread copy and forward it to client for approval.

5. The Graphic Artist will prepare final copy for submission to the Print Shop or an outside printer and/or for posting on the web.

C. The process for copies (tests, syllabi, packets, etc.) or paper materials from the Print Shop is as follows:

1. Client will fill out a print order form at the Print Shop.

2. Requests for copies or paper materials will be fulfilled within 24 – 48 hours with the exception of large or multiple orders during peak periods (a month prior to the beginning of a semester, for example), which may require additional time.

Responsible Administrator: Director of Marketing and Communications, 304-424-8203