

Title: #VII-14. Coordination of Publications

Date: September 22, 2023 (replaces version dated April 16, 2020)

Coordination of all college publications is the responsibility of the Vice President of Institutional Advancement. This includes handling communications with originators of publications and ensuring articulation with the Marketing and Communication 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 Notice of Nondiscrimination, quoted below, must be included in a readable font size in bulletins, announcements, publications, catalogs, application forms, and other recruitment materials that are made available to participants, students, applicants, employees or the general public, according to the U.S. Department of Education Office for Civil Rights. In large publications, such as the catalog or handbooks, the statement must be prominently located in the front of the publication.

See Answer Book Policy #[IV-3 Notice of Non-discrimination](#)

An abbreviated reference to the institution's Notice of Nondiscrimination, such as the one provided below, is permissible for small (postcard size) printed pieces, stationery, and advertisements, as approved by the Vice President for Institutional Advancement:

"WVU Parkersburg is an Equal Opportunity/ institution."

In accordance with [CFR 29 § 37.34\(a\)](#), the following additional statement will also be included in appropriate 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:

Client will fill out a Wrike request, and obtain approval from appropriate budget authority to submit request to the Marketing and Communications Office for the purpose of format design, art production and layout. After creation, the marketing and communication team will proofread copy and forward it to client for approval.

C. The process for copies or paper materials from the Print Shop is as follows:

Client will fill out a request form at <https://www.wvup.edu/faculty-staff/information-for-faculty-staff/marketing-communications/>

Responsible Administrator: Vice President, Institutional Advancement, 304-424-8247