

University Publications

Original Implementation: March 15, 1977

Last Revision: April 12, 2016

To assure that communication to the general public contains accurate and current information and presents, through both content and appearance, a professional image that properly reflects the character, integrity, and accreditation status of the institution, official university publications and non-broadcast video presentations intended for off-campus distribution, or on-campus distribution to non-university individuals or groups (those not employed by or enrolled in the university), must be approved by University Marketing Communications prior to printing or electronic distribution. Communication intended solely for students and/or university employees is not subject to this approval policy.

Examples of communication that must be submitted for approval include academic bulletins, brochures, fliers, pamphlets, handbooks, newsletters, program announcements, advertising (newspaper, magazine, radio, television, online, billboards, posters, etc.) and publications for intercollegiate athletics (media guides, programs, newsletters, etc.).

This approval policy applies to publications printed by on-campus or off-campus printers, and departments using desktop publishing or video equipment. Review may include any or all of the following: writing, editing, layout and graphic design, videotaping, video editing, and assessing visual and audio content. Assistance with scheduling and purchasing advertising placements, preparing specifications required for competitive bidding, and coordinating production schedules and delivery with outside vendors also may be provided.

Without approval of the materials from University Marketing Communications, university procurement will not issue a purchase order for advertising or off-campus printing services.

Prior to submission to University Marketing Communications for approval, a publication or advertisement should be reviewed and approved in writing (use Approval for Printing form available on the University Marketing Communications website) by the appropriate authorities within the department and division.

Allow at least 10 working days for University Marketing Communications to review materials, but it is strongly encouraged that materials be submitted well in advance of publication or printing deadlines, as revisions may be required.

Upon approval by University Marketing Communications, the head of the originating department or a designee will work directly with University Printing Services or Procurement

and Property Services to initiate the printing process. If an off-campus printer is used and competitive bidding is required, Procurement and Property Services will develop specifications and secure bids as required by the Best Value Procurement Policy (17.1).

Materials submitted to University Printing Services or Procurement and Property Services without proper approval will be returned to the originating department. If a department uses its own equipment to print a publication or produce radio and television advertisements or video presentations, University Marketing Communications must authorize printing or distribution.

The president may authorize individual exemptions to the university publications policy. Such a request must be made in writing to the executive director of University Marketing Communications.

All university publications should clearly reflect the date the publication is produced or initially distributed. This includes publications sponsored by or purchased for distribution by the university or released by research firms, consulting firms or other private institutions under contract with the university. This does not include correspondence, memos or other routine forms.

Cross Reference: None

Responsible for Implementation: Vice President for University Advancement

Contact for Revision: Executive Director of University Marketing
Communications

Forms: Approval for Printing (available from University Printing Services)

Board Committee Assignment: Academic and Student Affairs