Policy Name: University Publications

Policy Number: 15.8

Is this policy new, being reviewed/revised, or deleted?         Review/Revise

Date of last revision, if applicable: 4/23/2013

Unit(s) Responsible for Policy Implementation: Vice President for University Advancement

Purpose of Policy (what does it do): Provides guidelines regarding university publications

Reason for the addition, revision, or deletion (check all that apply):
- ✔ Scheduled Review
- ☐ Change in law
- ☐ Response to audit finding
- ☐ Internal Review
- ☐ Other, please explain:

Please complete the appropriate section:

Specific rationale for new policy:

Specific rationale for each substantive revision: Minor rewording only. Updates reflect name change of department and change in reporting structure.

Specific rationale for deletion of policy:

Additional Comments:

Reviewers:

Shirley Luna, Executive Director of University Marketing Communications
Jill Still, Vice President of University Advancement
Damon Derrick, General Counsel
University Publications

Original Implementation: March 15, 1977
Last Revision: April 23, 2013

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 the Office of Public Affairs 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, assisting with layout and graphic design, videotaping, video editing, and assessing visual and audio content. Assistance with scheduling and purchasing of 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 the Office of Public Affairs, university procurement will not issue a purchase order for advertising or off-campus printing services.

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

Allow at least 10 working days for the Office of Public Affairs 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 the Office of Public Affairs University Marketing Communications, the head of the originating department or his designee will work directly with University Printing Services or the Procurement and Property Services Department to initiate the printing process. If an off-campus printer is used and competitive bidding is required, the Procurement and Property Services Department will develop specifications and secure bids as required by the Best Value Procurement Policy (17.1). The Office of Public Affairs may be of assistance in the negotiation for and placement of advertising.

Materials submitted to University Printing Services or the Procurement and Property Services Department 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, the Office of Public Affairs University Marketing Communications must authorize printing or distribution.

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

All university publications must should clearly reflect the date the publication is produced or initially distributed. The date must be in a conspicuous location at or near the beginning of the publication. For purposes of complying with this paragraph, a publication means printed material produced in multiple copies by the university or at the total or partial expense of the university. 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: President Vice President for University Advancement

Contact for Revision: Executive Director of Public Affairs and Marketing University Marketing Communications

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

Board Committee Assignment: Academic and Student Affairs