

Shawnee State University

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| | | RECOMMENDED BY: | President's Council |
| SUBJECT: | GUIDELINES FOR PRINTING & PUBLICATION | APPROVED BY: | |

It is the policy of Shawnee State University to disseminate information regarding its programs and activities and maintain open lines of communication with the community, both on campus and beyond, via publications that are clear and consistent in design and literary style. Further, it is the policy of the University to provide printing and copying services to the university community which facilitate and enhance the educational and research endeavors of its faculty, staff, and students.

1.0 Guidelines for Printing and Publication

1.1 Goals

In order to ensure professionalism, accuracy, and consistency of design and literary style and to avoid duplication of efforts, the Office of University Publications will coordinate all publications which represent the University.

1.2 Coordination

The Coordinator of University Publications, working with the Assistant Director of Public Relations and reporting to the Director of Development and Community Relations who reports directly to the President, will coordinate and oversee the production of all university publications, whether printed on or off campus. Further, publications will be coordinated only through that office.

1.3 Publication Development

Faculty and staff shall consult with the Coordinator of University Publications when considering the development of publications which represent the University, whether those publications are intended for an internal or external audience, are published solely by the University or in cooperation with off campus constituents, or are funded by the university budget or grant money. The Coordinator will determine the most economical, yet effective, means of conveying the printed message.

1.3.1 Writing

The Assistant Director of Public Relations will assist the University's faculty and staff with writing and/or editing copy for their publication.

1.3.2 Graphic Design

The Coordinator of University Publications will determine the most visually effective means of presenting the written message.

1.4 Production of Publications

The Coordinator of University Publications is responsible for determining whether publications will be produced on or off campus, based on the University's production capabilities and time and budget constraints.

1.4.1 On Campus Printing

In-house printing will be performed by print shop personnel at the direction of the Coordinator of University Publications, who will specify materials and processes used and will establish priorities.

1.4.2 Off Campus Printing

Off campus printing will be directed by the Coordinator of University Publications, who will prepare specifications for outside vendors and will work with the Purchasing Manager to ensure that the University is in compliance with all laws pertaining to the bid process as it applies to printed material.

2.0 Priority of Publications

The Office of University Publications gives the President's Office priority, followed by those units responsible for attracting students to Shawnee State. Those units include admission, continuing education, and the individual colleges. Publications for units other than those noted receive priority treatment based on overall institutional impact and time limits.

3.0 Printing of Non-University Publications .

In order to maintain a good relationship with the business community, the Office of University Publications will only accept publications which represent the University or are generated by members of the university community having proper budget authority.