



Category
INSTITUTIONAL PUBLICATIONS – 1:07:02:00
Approval
Corresponding Policies: TBR Guidelines G-140 & G-070
Leadership Council Approved: May 23, 2013
Effective Date/Approved: May 23, 2013
Revised: editorial update December 21, 2016
Responsible Party: Vice President of Marketing & Campus Activities

I. PURPOSE

Institutional publications should be designed to attract attention, elicit a positive response, and educate the public in ways that will increase awareness, enrollment and support of Motlow State Community College. This policy is to ensure the consistency and integrity of Motlow’s public image in marketing material and to provide general guidelines for creating, updating, and monitoring the college’s publications for professional, audit and historical purposes.

II. DEFINITION

An institutional publication is generally defined as any printed material designed to represent Motlow College in any capacity and of which copies will be distributed on or off-campus to any group or population.

III. APPROVAL

All publications must be approved by the Office of Planning, Research and Communications following the completion of the Publication Request/Approval Form. The director of this office is designated by the MSCC President to review publications for approval. Compliance with TBR guidelines, consistency of style, quality, cost effectiveness and correct use of logo are the primary purposes of the review process.

IV. REQUIREMENTS

- A. Most publications produced by any TBR institution must have a publication number displayed with the TBR and affirmative action statement. State law (Tennessee Code Annotated, Sections 12-7-106--108, and rules of the Higher Education Publications Committee) requires that all public institutions of higher education adhere to specific quality and cost-monitoring procedures for publications printed by state colleges, universities and technical schools. Today, these publications and the expense associated with their production and distribution merit an increasingly high degree of monitoring to ensure accountability and efficiency. Initial legislation was enacted in 1976 that created the Higher Education Publications Committee (HEPC), which establishes the rules and regulations for most publications produced by college/university divisions. All institutions are required to follow the guidelines on their respective campuses.

- B. Examples (not exhaustive) of publications that require a publication number
 - 1. Brochures, posters, calendars, pamphlets, flyers, event programs, postcards, handbills
 - 2. Student-recruitment publications
 - 3. Undergraduate and graduate catalogs
 - 4. Admissions applications (unless part of another publication)
 - 5. Financial aid applications
 - 6. Alumni and development solicitation materials
 - 7. Seminar and workshop registration forms, brochures, etc.
 - 8. Campus telephone directories
 - 9. Faculty and student handbooks
 - 10. Employee training manuals
 - 11. Campus, college and departmental newsletters

- C. Types of publications do not require a review and publication number
 - 1. Work-processing forms for internal use
 - 2. Research project reports generally not distributed
 - 3. Research survey instruments and classroom test instruments
 - 4. Instructional material
 - 5. Personnel and fiscal policy manuals
 - 6. Grade reports
 - 7. Tickets for athletic and cultural events
 - 8. Student newspapers
 - 9. Traffic citations

- D. To have publication approved and given a publication number, send a mock-up of the publication to the Coordinator of Graphic Arts with a completed Publication Request Form. The coordinator will review publication, keeping in mind economy; number of copies needed; type of paper; page size; use of photographs, color and typography; and method of printing. More economical methods to create and distribute your publication could be suggested. No publication number will be assigned until all required information is received by the Coordinator of Graphic Arts.

- E. TBR guideline requires all public institutions of higher education to archive copies of publications printed for the institution. Two final copies must be submitted to the Coordinator of Graphic Arts for filing. Pertinent information on all publications must also be maintained for submission to TBR at the end of each fiscal year.

- F. As specified in state law, the following information must be maintained by the Graphic Arts office for each publication:
 - 1. Name of publication
 - 2. Department requesting publication
 - 3. Purpose and brief description of publication's content
 - 4. Number of copies authorized for printing
 - 5. General distribution list • Estimated cost of printing and distribution
 - 6. Name and address of printer
 - 7. Publication number