

POLICY ON PUBLICATIONS

Publications meeting all of the following criteria are required to be produced with editorial counsel and review provided by the Associate Vice President for University Relations and Director of Public Information:

1. publications originated within the university and printed at state expense;
2. publications intended for distribution off campus;
3. publications that are basically promotional in nature, such as publications developed to attract new students or to cultivate alumni, prospective donors, or members of the business community;
4. publications produced in excess of 100 copies.

Editorial counsel and review is vested in the Associate Vice President for University Relations and Director of Public Information who is responsible for ensuring effective and coordinated communication between the total university and the various publics it serves. This editorial counsel and review is made available for the following reasons:

1. to ensure that, where appropriate, the material published is accurate in the matter of stating fees, entrance requirements, academic regulations, and other official university information;
2. to ensure that the material published does not needlessly duplicate information printed in other university publications;
3. to help establish the need and purposes of each publication in relationship to university goals, funds available, and staff time needed to produce it;
4. to ensure that all publications have a format, appearance and style in keeping with the standards expected of a university;
5. to help achieve maximum continuity and balance within the publications program of the university, with special attention to editorial content, responsibility, scheduling, design, production efficiency, and utilization of the finished product; and
6. to provide the means of early recognition and diagnosis of potential trouble spots in the publications program and for discussion of ways to achieve improvement.

Approved
Revised

March 1975
September 4, 2002