

|                                 |   |                       |
|---------------------------------|---|-----------------------|
| <b>TITLE</b>                    | <b>PUBLICATIONS</b>                                       | <b>NUMBER</b>         |
|                                 |   | <b>7.05</b>           |
| <b>AUTHORITY</b>                | <b>CENTRAL CAROLINA TECHNICAL COLLEGE</b>                 | <b>DATE</b>           |
|                                 |   | <b>12/02/2020</b>     |
| <b>OFFICE OF RESPONSIBILITY</b> | <b>INSTITUTIONAL ADVANCEMENT &amp; EXTERNAL RELATIONS</b> | <b>SIGNATURE</b>      |
|                                 |   | <i>Jerry J. Booth</i> |

## **I. POLICY**

It is the policy of the College to provide an orderly method for designing, developing, and reviewing all College publications to ensure accurate representation of all College programs, policies, and practices. This policy applies to publications prepared internally or by external printing firms. Any and all printing and publications for distribution to the general public must first be approved in advance by the Office of Public Relations in writing or by electronic communication.

## **II. PROCEDURES**

### **A. DEVELOPMENT AND CONTENT**

1. Departments needing to develop new publications or to revise existing ones will either develop the copy to be printed or will request that the Office of Public Relations develop the copy in collaboration with the requesting area. The Student Affairs Division will furnish standard admissions information for use in the production of College student recruitment publications. The Office of Public Relations will work collaboratively with Student Affairs Division and Academic Affairs Division personnel to ensure that all recruitment materials accurately represent the institution's practices and policies. The Office of Public Relations will be responsible for general compliance with public information laws applying to the dissemination of official College publications, checking for corrections or college name, addresses, telephone numbers used and for inclusions of current non-discrimination, mission, and accreditation statements, if required.

### **B. REVIEW AND DESIGN RESPONSIBILITIES**

1. It is the responsibility of the Office of Public Relations to review all grammar, syntax, diction, spelling and department-specific guidelines and to make appropriate corrections. The Office of Public Relations will also be responsible for developing layout, providing graphics or photographs, developing specifications, developing purchase requisitions, and working with the printer to ensure that the project is completed in an accurate and timely manner.

2. The Office of Public Relations assumes responsibility for procedures relating to pricing, developing purchase requests, and delivery of official College documents and other types of publications.

Upon receipt of publications, the Office of Public Relations will confirm delivery of shipment. The Office of Public Relations will arrange for delivery to the ordering department, if applicable.

The department for which the materials were prepared will be responsible for disseminating materials and for ensuring that materials are not depleted before the specified reprinting date in coordination with the Office of Public Relations. Departments for which the materials were prepared will be responsible for providing copies to appropriate College personnel.

#### C. TIMELINES FOR PRINTING PROJECTS

1. The Office of Public Relations will develop, with input from the various departments, timelines for the development and completion of projects.