

## ***WEST LIBERTY UNIVERSITY BOARD OF GOVERNORS***

### **POLICY 12: PUBLICATIONS POLICY**

**Definition:** The term “publications” in this policy refers to **all** printed materials, as well as any electronic media, including web pages for the Internet. This policy excludes student publications, such as *The Trumpet*.

**General Policy Statement:** To assure consistency and the quality image of the university, all publications must be coordinated through the Office of Marketing. The director or executive director of the department must approve all copy, design, layout, artwork, photography and all other aspects of any printed materials. Printing arrangements may be made by the requesting parties or by the Office of Marketing under the existing purchasing policy. Web pages must conform to design and content standards established by the Office of Marketing. The Office of Marketing is responsible for maintaining the public image of the university and the quality standard of written communications and graphic presentation while remaining consistent with the university’s style and design standards.

**Procedures/Responsibilities for Implementation:** In addition to producing publications about the university as a whole, it is the responsibility of the Office of Marketing to assist all requesting parties wishing to produce brochures, web pages and other recruiting and/or marketing materials. The requesting party must first secure the approval of the department chair, director or appropriate supervisor before embarking upon a specific publication.

With the exception of routine, internally-directed forms, all original publications must be cleared with the Office of Marketing before being sent to the printer. The Marketing staff will assist the requesting party with the writing and editing of the materials and will be responsible for approval of the final design. The requesting party will review and approve the final draft.

**Budget Considerations:** Because direct printing expenses will be charged to the budget unit requesting the printing, the requesting party is responsible for securing the approval of the appropriate budget manager to ensure that funds are budgeted before any printing project is initiated. The Office of Marketing can advise the requesting party of anticipated expenses and attempt to work within the framework of the designated budget.

**Authorship and Copyrights:** The university retains the right to copyright all materials. Individuals are not entitled to publish authorship credit. If requested, however, a letter denoting authorship will be placed in the employee’s personnel file.

Approved by the WLSC Board of Governors on 02/26/03.