

Selkirk College Policies and Procedures		Title and number	2501 Publications and Promotional Materials		
		Replaces	B2003.3		
		Effective	2002-02-05	Next review :	2014-09-03
Executive Responsibility	Administrative Responsibility	Recommended by Policy Review Committee	2002-02-04		
Director of Communications and Development	Communications and Institutional Marketing Coordinators	Recommended/Approved by Education Council	N/A		
		Approved by President	2009-09-17		

1. POLICY

The Communications and Development Office coordinates the development, design and editing and supervises the production of all College publications that bear the name, logo or seal of Selkirk College. Together, the Communications Coordinator and the Institutional Marketing Coordinator are responsible for determining that each College publication is well-written, well-designed and a credit to the College. All publications for external circulation must be approved by the Communications Coordinator. Publications should project an image of Selkirk College that represents the general philosophy of the College as outlined in the Selkirk College Mission, Vision and Values.

2. ADMINISTRATIVE REGULATIONS

- A. College publications are the journals, newsletters, calendars, brochures, bulletins, booklets, advertisements, announcements, fliers, programs, invitations, tickets, web messaging and posters that are paid for with College funds, and distributed **on or** off campus. College publications do not include letters, memoranda and other personally signed communications. Publications that must be circulated on short notice should conform to a format previously approved by the Communications Coordinator.
- B. Publications produced cooperatively with the agencies/organizations that Selkirk College shares ongoing joint agreements with, should clearly identify the cooperative venture by naming the participating parties in all official publications.
- C. All print materials should be screen reader accessible; eg. MS Word, original PDF, HTML or Rich Text Format (RTF).
- D. All College publications, including letterhead, will maintain consistency in the use of the College logo and "Selkirk College" name typestyle.
- E. The approved Selkirk College name typestyle will be determined by the Director of Communications and Development. (See the Selkirk College Style Guide available from the Communications and Development Office.)
- F. College letterhead will display both the logo and Selkirk College name. Schools, Departments, and other individuals using College letterhead may include their program or department name, address and telephone as part of the inside address. The development and use of sub logos must be approved by the Communications Coordinator and be consistent with approved sub logo design features which are attached to the style guide.
- G. Envelopes will display both the logo and Selkirk College name and the address for the Castlegar campus. A supply of envelopes without address labels will be available for centres.

- H. College brochures will follow a common size and format as determined by the Communications Coordinator in consultation with an appropriate internal committee.

3. ADMINISTRATIVE PROCEDURES AND GUIDELINES

- A. Before planning any new publication, consider the following:
- i. Is the publication necessary? Does it serve a purpose and/or audience not served by an existing publication?
 - ii. Does it have a specific audience and is it known how that audience will be reached?
 - iii. Has sufficient time been allowed for necessary approval, editorial and graphic assistance, printing and distribution?
- B. Each publication may be approved either for one-time publication or for publication on a continuing basis. Prior to the printing of the publication, the Communications Coordinator will consult with the school or department requesting the publication. Each request is submitted to the Communications Coordinator. Routine posters, programs, invitations, tickets, announcements and correspondence intended for campus distribution only may proceed without approval.

Persons, departments, programs or schools wanting a publication should contact the Communications Coordinator.

Publications will be developed in accordance with the following guidelines:

- i. Allow time for planning, preparation and printing. Printers require a minimum of three weeks to set copy, present proofs and print. Additional time must be allotted for bidding, design, editing, photography, delivery and binding. Different printing jobs require different production schedules. Plan publications well in advance.
- ii. Submit copy in electronic format, double-spaced, with one-inch margins all around. Number the pages.
- iii. The Communications and Development Office follows the Canadian Press Style Guide and Oxford Dictionary in preparing copy for College publications.

Some photographs are available for use from the Communications and Development Office. Any photos submitted with your copy should be digital and of high quality. The Communications and Development Office reserves the right to reject unsuitable artwork.

The person, school, program or department initiating the publication bears the main responsibility for proofreading galleys and pages. Initial each proof and return promptly to the Communications and Development Office. Author's alterations must be kept to a minimum and be accompanied with appropriate release. This is accomplished by thorough preparation and editing of all copy.

After determining target groups to reach, check with the Communications and Development Office about quantities. Distribution of the publication is the responsibility of the department, school or office initiating the publication.

- C. Persons or departments wishing to advertise on their own must gain approval to do so from the Institutional or Program Marketing Coordinator depending on the nature of the advertisements. Better prices are often obtained through the Communications and Development Office, therefore the department or school should consult with Communications and Development Office before a purchase order requisition has been submitted.

Other relevant policies:

2500 Media Relations, 2502 Web Management

Key words:

Communications, Publications, proofreading