



Angelo State University
Operating Policy and Procedure

OP 26.10: Publication of Departmental Brochures, Pamphlets and Promotional Materials

DATE: June 15, 2009

PURPOSE: The purpose of this Operating Policy and Procedure (OP) is to ensure quality and consistency of university brochures and promotional materials.

REVIEW: This OP will be reviewed by March 1 of every odd-number year by the Office of Communications and Marketing with recommendations for revisions presented to the president by April 1.

POLICY/PROCEDURE

1. Policy

The publication of brochures, pamphlets, and promotional materials by university colleges, departments and organizations to be distributed or mailed off campus is subject to authorization by the Office of the President and oversight by the Office of Communications and Marketing. Appropriated funds may be used for such publications when the primary purpose of the publication is to provide information for prospective students.

All requests for approval to publish such materials should be initiated through the appropriate dean and/or vice president. A Publication Request Form is available online and should be used in seeking approval for a proposed publication. When a proposed publication has been approved at the appropriate levels indicated on the Publication Request Form, the Office of Communications and Marketing will be available to provide professional assistance in preparing the publication and obtaining bids for the printing project. To help defray the cost of materials used in preparing publications, the Office of Communications and Marketing will charge an appropriate fee for design, photographic and other services. These fees will be handled through an interdepartmental transfer of funds.

Printed materials to be used exclusively on campus are the responsibility of the department head with the advice and approval of the dean and/or vice president. A Publication Request Form will be required for the preparation of printed materials requiring the services of the Office of Communications and Marketing.

Official university publications approved by and mailed under U.S. postal permits shall be the responsibility of the appropriate vice president in conjunction with the Office of Communications and Marketing.

2. Accreditation Citation

University publications and Web pages citing accreditation from the Southern Association of Colleges and Schools must use the following statement on the document: “Angelo State University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate, masters, and doctorate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Angelo State University.”