

## **1:02:01 Publications**

### **PURPOSE**

The policy ensures all institutional publications are accurate in content, and are presented within the constraints mandated by the Tennessee Board of Regents publication guidelines.

### **POLICY**

It is the policy of Volunteer State Community College, in accordance with TBR Guideline G-140 and Tennessee Code Annotated, Sections 12-7-106--108, and rules of the Higher Education Publications Committee, to establish a system for campus-based development, approval, production, and numbering of publications. The cited authorities set forth criteria against which each TBR campus will review the appropriateness of each publication, require that descriptive information be maintained in a central location and provide for affixing an identifying number to each covered publication.

#### **A. Definition of Covered Publications**

1. "Publications" is defined as any printed matter which is produced for general distribution outside the campus. Examples of "publications" which require a publication number are:

- Catalogs
- Admissions applications (unless part of a catalog)
- Financial aid applications
- Brochures
- Posters
- Calendars
- Pamphlets
- Fliers
- Programs promoting cultural or athletic events
- Alumni and Development solicitation materials
- Seminar and workshop registration forms
- Research project reports (if generally distributed)

2. Other publications which must have a publication number, but usually are not produced for general public distribution:

- Campus, college and department newsletters
- Faculty and student handbooks
- Employee training manuals

3. Certain printed materials which are intended solely for internal use may be excluded from the requirement that a publication number be affixed, e.g.:

- Work processing forms for internal use, e.g., work orders, requisitions, transfer vouchers, voucher authorizations
- vehicle requests

- personnel action forms and similar documents
- Research project reports not generally distributed
- Research survey instruments
- classroom test instruments
- Instructional material (even if sold at campus bookstore)
- Personnel and fiscal policy manuals
- Grade reports
- Tickets for athletic and cultural events
- Student newspapers and yearbooks
- Meal tickets
- Traffic citations

## **B. Campus Review of Publication Requests**

The President and Director of Public Relations shall designate a person or committee to review and approve publications by the following criteria specified in the rules of the Higher Education Publications Committee:

1. All publications should be justified and be within funding abilities of a campus or unit. Criteria for review of publications should include, but not be limited to, the most economical method for producing the publications consistent with the goals and projected audiences of the publications. Other criteria to be considered should include number of copies needed to meet the publication's goals and to reach its projected audience; type of paper to be selected; use of photographs and color; typography; method of printing; page size; and method of typesetting.
2. When considering requests for approval of new publications or when reviewing existing publications, the person or persons responsible for such review and approval should continually consider alternatives to existing or traditional methods of printing and distribution so as to achieve maximum economics while maintaining the integrity of the publications. The Office of Public Relations, in conjunction with the requesting office, is responsible for writing specifications for bids. Consideration should be given to the most economical method of distributing publications.
3. All publications must comply with state and federal laws and regulations.
4. All publications should be produced on the campus when economically feasible.
5. All publications approved for off-campus printing must comply with system and institutional purchasing procedures.
6. No publication citing or reproducing a rule issued under the Uniform Administrative Procedures Act shall be approved prior to receiving written assurance from the Secretary of State that the rule is in effect. (Such requests shall be coordinated through the TBR Office of General Counsel.)
7. One-time approval of a periodic publication is permissible if subsequent issues conform substantially to the original approved design.

## **C. Development, Production, and Funding of Publications**

All documents listed under covered publications, with the exception of applications, forms, and departmental reports, shall be developed, produced, and funded by the Office of Public Relations. All covered publications developed, produced, or funded by a department other than the Office of Public Relations, must receive prior approval from the Office of Public Relations or designated publication

approval committee.

Prior to print production or online posting, all final internal and/or vendor proofs (hard-copy or online) must be approved by the appropriate office. It is the responsibility of the appropriate office to notify the Office of Public Relations of any content changes that would compromise the accuracy of any existing publication or web page. The files for all documents listed under covered publications will be stored within the network area designated for the Office of Public Relations.

All publication statements concerning the College's accreditation must be approved by the Vice President of Institutional Effectiveness, Research, Planning, and Assessment, or their designee, prior to production and/or distribution.

#### **D. Recording of Information**

Pertinent information on institutional publications must be recorded in one location for each campus, and must be maintained on a continuous basis for submitting to the Higher Education Publications Committee on call. When such reports are requested, each President and Director shall submit a letter certifying that each report listed in the report has been found justified under the campus procedure. As specified in statutes, each institution shall maintain centrally the following information on each approved publication:

- Name of publication
- Department producing publication
- Purpose and brief description of publication's contents
- Number of copies authorized to be printed
- A general list of distribution
- Estimated cost of printing and distribution
- Name and address of private printer
- Publication number assigned

#### **E. Numbering of Publications**

Each publication whose approval is required under this guideline shall have a discrete identifying number assigned which shall be affixed adjacent to the identification of the institution (For example, the system being used at the Board office includes a number "TBR AA-001-89," indicating a publication of Academic Affairs which is the first of calendar year 1989 for the Board office.)

#### **F. Private Printing**

Any publication not printed at facilities operated by the state or a public higher education institution shall include the printer's name and address and the number of copies printed.

## **G. Distribution**

No automatic distribution of reports or publications shall be made, except as specified for public reports in Title 12, Chapter 6, Tennessee Code Annotated, unless so provided in other statutes or policies of the Board or requested by the recipient.

## **H. Procedures**

All publication requests must be made online  
at [http://volstate.edu/publicrelations/Requests/publicationnumberrequest\\_form.php](http://volstate.edu/publicrelations/Requests/publicationnumberrequest_form.php).

TBR SOURCE: February 14, 1989 Presidents Meeting. This guideline reiterates practices already in effect, as reflected in the statutes and rules cited and in Board staff memoranda to the Presidents dated June 9, 1982, and October 4, 1988.

VSCC Source: Former I:02:02, March 10, 1988, April 10, 1999, President; I:02:01, March 10, 1988, April 10, 1999, President; September 8, 2008, President's Cabinet; January 6, 2009, President's Cabinet