

Revision Responsibility: Director of Marketing & Public Relations
Responsible Executive Officer: President

Source/Reference: [TBR Guideline G-090](#)
[TBR Guideline G-140](#)
THEC Publications Committee Guidelines, Revised 2006
Tennessee Code Annotated 12-7-106
Columbia State Policy 07:05:00

PURPOSE

To ensure College publications and printing adhere to the Tennessee Higher Education Publication Committee Guidelines (THEPC) and Tennessee Board of Regents (TBR) guidelines. To also provide a mechanism for oversight, monitoring, standardization, and quality control procedures for college publications to insure that future branding and images are incorporated into promotional pieces.

DEFINITION

A publication is defined as any printed matter, web documents or electronic postings intended for distribution inside and outside the College, to be viewed by audiences, including, but not limited to students, the general public, donors, alumni, faculty and staff.

POLICY

- I. Columbia State adheres to the rules and regulations governing publications in higher education as set forth in the Tennessee Higher Education Publication Committee Guidelines (THEPC).
- II. The director of marketing and public relations is charged with providing oversight, monitoring, standardization, and quality control procedures for Columbia State publications. The director of marketing and public relations is responsible for the review and approval of new marketing materials, collateral materials, publications, and forms as well as revisions to existing materials which impacts the publications appearance and overall general content.
- III. Temporary forms for a specific purpose or used only internally by the College (i.e., tabulation worksheets, one time survey instrument, etc.) do not fall under the THEPC guidelines. Certain printed materials which are intended solely for internal use and viewing may be excluded from the requirement that a publication number be affixed. Examples of these types of documents include: work processing forms, work orders, requisitions, transfer vouchers, voucher authorizations, vehicle requests, personnel action forms and similar documents, grade reports, meal tickets and traffic citations.

- IV. All printing by outside vendors shall comply with Columbia State and TBR purchasing procedures and, as required by state law, must include the printer's name, city, state, and number of copies printed.
- V. The originator is responsible for sending one copy of each publication and/or form to the marketing and public relations office and three copies of each publication to the Finney Memorial Library to be placed in the College archives.
- VI. Each department is responsible for periodically reviewing publications and forms within its area to determine their continued usefulness. If a publication or form is updated or discontinued, the marketing and public relations office must be notified. If the form is an appendix to a Columbia State policy, the president's office must also be notified.
- VII. In accordance with TBR and THEPC guidelines, Columbia State letterhead is standardized with the College logo, web site, and the addresses and phone numbers of each campus location. Individualized letterhead is not permitted, except as authorized by the president.
- VIII. College business cards are standardized with the College logo and web site, and the individual's name, title, address, phone number, and email address and other information deemed appropriate by the director of marketing and public relations and the appropriate department manager.
- IX. Use of the College logo must adhere to the Graphic Standards Guidelines for Columbia State Logo (available in the office of marketing and public relations).

PROCEDURES

- I. The originator of a publication will work collaboratively with the marketing and public relations office. The originator should be prepared to discuss the following items, which must be included on the purchase requisition. (Appendix A for checklist.)
 - A. Name/title of publication.
 - B. Department responsible for design work.
 - C. Purpose and description of publication.
 - D. Define intended audience.
 - E. Define intended method of distribution.
 - F. Number of copies.
 - G. Estimated cost.
 - H. Name of funding source, if other than state or higher education and how, if at all, this outside organization is to be recognized on the document, including the provision for outside organization branding or logo treatment.
 - I. Releases or permission to use any copyrighted materials.

- J. Obtain from the marketing and public relations office a publication number, if required.
- K. Name and address of printer.
- L. Technical data including type of paper, size, photographs, color, design and printing.

The requesting office must abide by deadlines given by marketing and public relations with regards to submitting copy, input, and final approvals. Marketing and public relations reserves the right to set a timeline for the project.

- II. Certain logos, disclaimers, indicia, Americans with Disabilities and Affirmative Action compliance information must be included in larger publications (defined as brochures, catalogs, enrollment guides, EWD schedules, web pages, etc.). A listing of these items is below.
 - A. Both the complete Columbia State logo and the College's full name, Columbia State Community College.
 - B. The publication number that was assigned by the marketing and public relations office.
 - C. The month and year of the publication or the revision month and year.
 - D. If a phone number is listed, the TDD Relay Number for the hearing impaired must also be listed.
 - E. The affirmative action and equal opportunity employer statement: Columbia State Community College is an equal opportunity and affirmative action employer and does not discriminate on the basis of race, color, gender, sexual orientation/ gender identity, religion, ethnic or national origin, sex, age, disability status, or status as a covered veteran in educational and employment opportunities, and is committed to the education of a non-racially identifiable student body.
 - F. The phrase: A Tennessee Board of Regents Institution.
 - G. The alternative format statement: Individuals needing this material in an alternative format, e.g., hearing or visually impaired formats, should contact the office of disability services.
 - H. The printer's name, city, state, and number of copies, if the publication is printed by a vendor.

- I. Southern Association of Colleges and Schools accreditation statement:

Columbia State Community College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award Associate of Arts, Associate of Science, and Associate of Applied Science 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 Columbia State Community College.

- III. Smaller sized publications, e.g., forms, flyers, posters, postcards, mailers, etc., must contain the following logos, indicia, and disclaimers, Americans With Disabilities and Affirmative Action compliance statements:
 - A. Both the complete Columbia State logo and the College's full name, Columbia State Community College.
 - B. A clear and concise title of its function.
 - C. The form number that was assigned by the marketing and public relations office (refer to Appendix A).
 - D. The month and year of the form or the revision month and year.
 - E. The abbreviated affirmative action and equal opportunity employer statement: Columbia State, a Tennessee Board of Regents institution, is AA/EOE educational institution.
 - F. If a phone number is listed, the TDD Relay Number for the hearing impaired must also be listed.

- IV. Departments are responsible for overseeing their printing jobs at a vendor of their choice, if the cost is below \$2,000. Contact the marketing and public relations office for references on local vendors. A requisition for purchase must be completed and forwarded to the marketing and public relations office for approval. Attach a sample of the item to be printed to the requisition. The marketing and public relations office will forward the request to the purchasing office.

- V. For web pages, every web page must have the text "Columbia State, a Tennessee Board of Regents institution, is an equal opportunity, affirmative action institution," in the footer - with a hypertext link to "read more." The "read more" link will take readers to a page that will display the following statements:

Columbia State Community College is an equal opportunity and affirmative action employer and does not discriminate on the basis of race, color, gender, sexual orientation/gender identity, religion, ethnic or national origin, sex, age, disability status, or status as a covered veteran in educational and employment opportunities, and is committed to the education of a non-racially identifiable student body.

Columbia State Community College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award Associate of Arts, Associate of Science, and Associate of Applied Science 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 Columbia State Community College.

VI. Columbia State Policy 07:05:00 (Web Pages Policy and Guidelines) state the following with regards to how the above statements should be displayed:

- A. All web pages will comply with guidelines for traditional Columbia State publications in addition to the guidelines included in the policy.
- B. All official web pages on the columbiastate.edu server should use a footer at the bottom of every page containing the following information:

“Columbia State Community College is a Tennessee Board of Regents Institution and is an affirmative action and equal opportunity employer committed to the education of a non-racially identifiable student body.”

Note: Per this updated policy 07:20:00, this will be changed to match the statement on all “larger publications” above.

VII. To have letterhead printed:

- A. Contact the purchasing office for the name of the vendor and the cost.
- B. Complete a requisition for purchase and forward it to the marketing and public relations office. The marketing and public relations office will forward the request to the purchasing office.

VIII. To have business cards printed:

- A. Obtain approval from the appropriate vice president.
- B. Contact the purchasing office for the name of the vendor and the cost.

- C. Complete a requisition for purchase that includes:
1. Your name and title
 2. Campus location address (Columbia, Clifton, Franklin, Lawrenceburg, or Lewisburg)
 3. Office phone number and fax number
 4. Columbia State e-mail address
 5. Other information deemed appropriate by the director of marketing and public relations and the appropriate department manager.
- D. Forward the requisition to the marketing and public relations office. The marketing and public relations office will forward the request to the purchasing office.

Revised: September 2, 1992; March 17, 1999 (combined Columbia State policies 07-07 and 07-14 as Policy 07-14); August 7, 2001 (new policy format); March 28, 2005 (combined Columbia State policies 07-09, 07-11, and 07-14); June 20, 2005 (policy rewritten to meet revised THEC Publications Guidelines and renumbered as Columbia State Policy 07:20:00); October 13, 2008 (Policy 07:20:00 updated to reflect new TBR, Equal Opportunity and Southern Association of Colleges and Schools Accreditation Statements.); February 9, 2012 (added digital publication, clarified responsibilities and process for developing materials, deleted Appendix A, new policy format and updated titles)