


PROCEDURE

Subject	Production of College Publications and Marketing/Promotional Materials	Number: 1.19.03
Source	Director, Communications and Marketing	Reference (Rule #) 6HX14-1.19
President's Approval/Date:	 5/30/17	

PURPOSE:

The purpose of this procedure is to ensure that College marketing materials or publications designed for public viewing project the appropriate image of the College and meet legal and accreditation requirements. College publications and marketing materials include official College communications for public distribution about and promotion of College departments, events, programs and special projects in any format including printed (such as brochures, handbooks or flyers), recorded (such as videos or sound clips) and electronic (such as the College website, social media or marquee messages). Communications and Marketing is responsible for the creation and/or approval of College publications and marketing materials. This does not include student publications or materials used for classroom or educational purposes.

POLICY:

Requests for publications or marketing materials as listed above should be made to Communications and Marketing. All requests must be approved by the director of the department or division responsible for funding the publication or marketing materials. Requests can be made using Communications and Marketing's request form.

The division or department funding the project should prepare a purchase requisition and send the completed purchase order to Communications and Marketing.

Layout, design and copy are prepared by Communications and Marketing in consultation with the requestor of the project. The director of the department or division requesting the publication or marketing material gives final approval to the artwork and content; however, the Director of Communications and Marketing reserves the right to deny or alter content that reflects negatively upon the College for reasons including, but not limited to, misuse of the State College of Florida brand, marketing best practices, typographic or grammatical errors and misrepresentations. Communications and Marketing prepares and submits the materials per required specifications.

Following completion of the project, invoices and samples are received and checked by Communications and Marketing and forwarded to Finance for payment, if applicable. The materials are distributed to the appropriate department or division.

These materials must adhere to the College's Style Manual and Writing Guidelines and logo use procedures. The College must have legal right to use all content, artwork and images included in College publications. All publications will include necessary notices, disclaimers or disclosures to comply with state and federal law and SACS requirements.

See additional information regarding the process for printing from outside vendors in Procedure 5.18.05.

The College website is an official publication of the College. Communications and Marketing is responsible for the overall look and feel of the College website. Each program or department is responsible for ensuring that its pages on the SCF website are kept up to date and accurate. An individual or individuals in each program or department needs to be assigned to this responsibility. See Procedure 2.60.01 for more information.

Communications restricted to local campus and internal distribution do not require review and prior approval by Communications and Marketing. However, the Director of Communications and Marketing reserves the right to request the retrieval, withdrawal or termination of use of any publication that reflects negatively upon the College for reasons including, but not limited to, misuse of the State College of Florida brand, typographical or grammatical errors, and misrepresentations.