



## PUBLICATIONS REVIEW PROCEDURE

### THE PURPOSE

The principal goal of the publications procedure is to establish consistency and accuracy and provide a unified identity for Pellissippi State publications. The publications coordinator, graphic designers and press operator are all staff of the Marketing and Communications Office.

Any printed piece that is intended for distribution to an external audience—that is, an audience beyond the Pellissippi State faculty, staff and currently enrolled students—is to be routed through the publications coordinator. In the absence of the publications coordinator, those pieces are to be routed through the director of Marketing and Communications:

Cindy Tanner, Publications Coordinator  
Marketing and Communications  
Room 264D, Goins Building  
539.7089  
[ctanner@pstcc.edu](mailto:ctanner@pstcc.edu)

Julia Wood, Director  
Marketing and Communications  
Room 264, Goins Building  
694.6530  
[jwood@pstcc.edu](mailto:jwood@pstcc.edu)

The responsibility of interpreting and implementing this procedure has been placed on the Marketing and Communications Office, and the final authority for design and format of publications rests with the professional staff of Marketing and Communications.

Marketing and Communications coordinates printing of publications and other marketing pieces, as well as business cards, letterhead, departmental forms, etc. ("Publications" does not refer to course syllabi and other materials used in the classroom.) Faculty and staff with printing needs should contact the publications coordinator for details.

### THE PROCESS

What follows is the general production process. Please contact the publications coordinator with questions that are not addressed here.

1. Contact the publications coordinator by phone, by e-mail or in person to log in a new job. We will log in the job and initiate a corresponding numbered chargeback voucher. As a rule, publications are logged into the production schedule on a first-come, first-served basis, once a draft of your text is received. Typical turnaround for an edit-only job is a few days. Typical turnaround for a design-only job is five working days. Typical turnaround for a job that requires design and in-house printing is 10 working days. If you require faster turnaround, we will need to know upfront. Rush jobs incur an additional, rush charge.
2. Provide essential information. To proceed with your job, we need the following:
  - Name of piece
  - Quantity
  - When needed
  - Purpose/audience and other details (if applicable)We will be glad to help with planning and decision-making.
3. Review proofs. When a proof of your job is ready, we will contact you, e-mail it or bring it by for your review. For small jobs, such as business cards, this may be the only opportunity for review. For more complex jobs, you will have multiple opportunities to make changes.

4. Sign off on the final proof. The customer is ultimately responsible for errors that appear or remain on the final proof, so be sure to review carefully before signing off. For an edit- or design-only job, this is the end of production. For jobs to be printed, they will now be sent to the College's printer or an outside vendor.
5. Be on the lookout. Once your job is printed, it will be delivered to your area or the Mailroom. Make sure your coworkers know it's coming.
6. Sign the voucher. Shortly after your job is complete, we will deliver the voucher. The budgetary official will sign off on the production charges at this point.

Points to be considered when producing specific publications:

### **Business cards**

Requests for business cards are made to the assistant of the division's top budgetary official (in most cases, the vice president). Business cards are then ordered through the publications coordinator in boxes of 500. The following information is needed: name, credentials (optional), title, department/office, phone, fax, e-mail. We do not keep this information on file, since it's subject to frequent changes. The publications coordinator confirms all business card information through the Human Resources Office before logging in the job.

### **Letterhead**

The College's official letterhead is the basis for all stationery, and it may not be altered in any manner. Letterhead may be requested through the publications coordinator.

### **Nametags**

Pin-on and hanging nametags with name, title, area and the Pellissippi State logo are ordered through the publications coordinator. Permanent, magnetic-backed nametags are made to the assistant of the division's top budgetary official (in most cases, the vice president). Those assistants, in turn, contact the director of Marketing and Communications to place the orders.

### **Brochures, fliers, programs**

Plan early. Contact the Marketing and Communications Office early in the planning stages of your publication. We need to allow for sufficient time to schedule editing, designing, bidding (if needed) and printing of your publication. For pieces requiring design and in-house printing, we typically ask for 10 working days. Pieces that must be printed by an out-of-house vendor may require a requisition and purchase order, in which case turnaround will be extended. Marketing and Communications will initiate a requisition, then the customer will have it signed by the appropriate budgetary official(s).

Make an appointment with the publications coordinator or director of Marketing and Communications for anything other than the most straightforward flier. Be prepared to discuss the intended audience for your publication, your deadline, your budget, how many you need and your plans for distributing the publication. We can help you determine whether or not the publication can be printed by the College's staff or must be sent to an outside printing vendor.

Supply the text. While the Marketing and Communications staff will edit and, if needed, help you write the copy for your publication, we depend on you for the information. You may bring in a draft copy for us to edit, or you may bring in a rough outline and we will produce a finished version.

Costs. We will secure cost estimates for your piece when a design has been worked up; however, it is helpful to us to have an idea of your budget before design begins.

**Newsletters**

Newsletters, printed and electronic, are to be designed by the College's graphic designers. To reduce your costs, we may be able to design a newsletter template that allows you to change the text from one issue to the next. The publications coordinator will edit the publication for grammar, spelling, accuracy and readability. We also can help you determine what media for distribution would be most effective, whether the newsletter should be a four-color publication, etc.

**Use of the College name, logo and seal**

The logo is the property of Pellissippi State, and decisions regarding how it is to be used rest with the director of Marketing and Communications. Unauthorized use of the College logo is forbidden.

The name, seal and logo are all vital parts of the College brand and image. Consistency in their usage helps to develop and maintain the brand and lends credibility to College endeavors. As such, the name, seal nor logo may be redrawn, reconstructed or modified in any way.

**Essential publication information**

All publications must include the College logo and the Tennessee Board of Regents and AA/EEO statements. Publications also may require a College publications number, which is assigned by Marketing and Communications and is based on your voucher number.