

# Publications Policy and Procedures Summary

In order to preserve quality, assure a proper image, and provide uniformity in publications that represent West Chester University, a campus-wide Publications Policy is necessary.

The policy requires that all publications bearing the seal or imprint of West Chester University be processed by or through the Office of Publications and Printing Services. Publications covered by this policy include all printed materials and electronic/optical productions representing the University or any of its constituent programs or organizations.

The policy calls for the director of publications and printing services to review each publication for production costs, writing and format consistent with University policies, quality, and style.

The director of publications and printing services will determine whether the job will be produced on campus or by an outside vendor. This decision will be based on the quantity needed, production requirements, and workload schedule in Graphics and Printing.

As a means of ensuring that publications meet University standards, the Purchasing Department will not issue a purchase order for outside vendors without the approval/signature of the director of publications and printing services.

Office of the President  
June 6, 1990

## **Publications Policy**

All publications bearing the seal or imprint of West Chester University must be processed through the Office of Publications and Printing Services.

### **I. Implementation**

1. "University publications" are defined as all printed materials, electronic, and optical video productions paid for in part or wholly by University funds, including moneys received by the University from federal grants and other special grants awarded to the University.
2. All University publications, new and old, and those to be produced on or off campus, including those produced by the Graphics and Printing Department, must be processed through the Office of Publications and Printing Services. This includes duplication of any materials that would constitute a major publication.
3. Special letterheads, brochures, and fliers for special events and/or conferences should be treated as University publications and processed through the Office of Publications and Printing Services.
4. The Office of Publications and Printing Services has the responsibility of reviewing each publication request with regard to:
  - a. Economic production
  - b. Writing and general format consistent with University policies (e.g., logo/graphic marks policy), quality, and style requirements
  - c. Duplication in editorial content and audience of other publications
5. Publications not processed through the Office of Publications and Printing Services will not be issued a purchase order from the Purchasing Department and will be subject to cancellation.

6. Materials not processed through the Office of Publications and Printing Services include:
  - a. Duplicated material which does not constitute a publication (forms, etc.)
  - b. Letters and forms
  - c. Class work and departmental materials which are for internal use
  - d. Standardized University stationery, letterheads, and business cards which are handled by the Graphics and Printing Department

## **II. Operating Procedures and Operations**

1. All contracts for printed materials are processed by the Purchasing Department according to purchasing contracts policy. See Section E below.
2. Specifications for publications are written by the director of publications and printing services and submitted to the Purchasing Department.
3. No department, faculty, or staff member may purchase printing without initiating such action through the Office of Publications and Printing Services. Unless the cost center manager and the director of publications and printing services approve the request for printing, the Purchasing Department will not issue a purchase order to any vendor.
4. Quality standards are to be determined by the director of publications and printing services, and all publications are expected to meet those standards before approval is given. Reasons for disapproval of a publication include poor layout and design, poorly written copy, nonconformity with University policies (e.g., alcohol in ads, misuse of the logo), or excessive cost.
5. If and when a difference of opinion arises between the originating department and the director of publications and printing services, then the vice president for advancement will make the final decision.
6. Procedures for publication by the Office of Publications and Printing Services:
  - a. The director of publications and printing services must be provided with a description of the proposed publication, including such details as size, number of pages, quantity, date needed, and purpose. The director of publications and printing services will provide a planning guide form if necessary.
  - b. The director will determine whether the job should be printed by the Graphics and Printing Department or be sent off campus. This decision will be based on quantity, equipment required for production, level of quality required, and workload in Graphics and Printing. If the job is to go off campus, the director will obtain bids. If the job is to be done on campus, Graphics and Printing will provide an estimate of the cost.
  - c. All jobs printed off campus will be bid except in special cases, such as reprints, which are determined by the director of publications and printing services. There can be NO exceptions by law for jobs costing over \$10,000. Allow ten working days for the bidding process.
  - d. The Procurement/Disbursement Requisition (PDR) for all jobs to be printed off campus must have approval by the cost center manager and the director of publications and printing services. If the job is to be printed on campus, the office requesting the job is responsible for preparing the Graphics and Printing form. The director of publications and printing services can assist in this process, if necessary.

- e. The Purchasing Department will issue a purchase order to the vendor. The purchase order will not be issued unless the requisition has been approved by the director of publications and printing services.
- f. The director of publications and printing services will forward jobs for production to the appropriate printer. No job will be placed in production until the director of publications and printing services is informed that adequate funds are available and those funds have been encumbered.

Note: Although specific procedures such as those involving Graphics and Printing will not apply, electronic or optical productions representing West Chester University must follow the approval procedures and regulations as stated above.