

**AUSTIN PEAY STATE UNIVERSITY
POLICIES AND PROCEDURES MANUAL**

Policy Number: 99:017	Supersedes Policy Number: II:03:01
Date: July 28, 2002	Dated: August 1, 1986
Subject: Publication Printing	
Initiating Authority: Executive Director of Public Relations and Marketing	TBR Policy/Guideline Reference: G-140
Approved: <p style="text-align: right;">President: Signature on File</p>	

Printing requires the use of design, layout, and other time-consuming processes. Printing services may be appropriate for either small or large numbers of copies. Examples of these services include the development of brochures, fliers, and reports in which colors or special type styles are desired. Although the University Media Center now has a Xerox machine, which can handle many sophisticated duplicating jobs, the Media Center no longer does color work or typesetting. Therefore, these services must be handled by commercial printers.

All printed materials must contain the statement "Austin Peay State University is an Equal Opportunity/Affirmative Action Employer."

I. Procedures

1. All proposed publications containing information for or about Austin Peay State University must have a publication number assigned by the Executive Director of Public Relations and Marketing in order for them to be published. (This includes publications funded through private support groups and student organizations.)
2. All requests for off-campus printing must be processed and approved through the Office of Public Relations and Marketing.
3. Departmental purchase orders for off-campus printing will not be issued by the Purchasing Office without the approval of the Office of Public Relations and Marketing. A departmental purchase order initialed by the Office of Public Relations and Marketing must be sent to the printer by the Purchasing Office before the printer begins work on any University printing job.

4. Departmental work orders for printing of material for public distribution done at the Media Center will not be processed without the approval of the Office of Public Relations and Marketing.

In reviewing submitted publications, staff will consider such aspects as economy, projected audience, and use, number of copies, purpose, time and layout. A minimum of one week should be allowed for material to be reviewed by the PR and Marketing Office.

Publications by student organizations, such as "The All State" and "The Tower" are exceptions.

5. After the PR and Marketing Office has reviewed the material, printer(s) may be contacted for cost estimates by the initiating party:
 - a. For jobs estimated at less than \$1,500, bids need not be obtained.
 - b. For jobs ranging in estimated cost from \$1,500 to \$9,999.99, bids from three printers should be obtained.
 - c. For jobs ranging in estimated cost from \$10,000 and above, the Purchasing Office handles the bidding process, inviting printers to bid as well as receiving and accepting bids.
 - d. The departmental purchase order will be prepared by the initiating office and forwarded to the Office of Public Relations and Marketing for review/approval. If approved, the purchase order will be forwarded on to the Purchasing Office.
6. Office of Public Relations and Marketing will record all publications by title and number. The publication number will include the year of printing. Publications may be defined as any printed matter that is produced for distribution for Austin Peay State University. Other publications, which must have a publication number, but are not as a rule produced for general public distribution, are: faculty and student handbooks; employee training manuals;

Departmental brochures; any poster exceeding the measurements of 8 1/2" X 11" or which uses photographs, color, or special typesetting.

II. Definition of Covered Publications

1. "Publications" is defined as any printed matter that is produced for general distribution outside the campus. Examples of "publications" that require a publications number are undergraduate and graduate catalogs; admissions applications (unless part of another publication); housing applications;

financial aid applications; brochures, posters, calendars, pamphlets, fliers, programs, etc., promoting cultural or athletic events; alumni and development solicitation materials; seminar and workshop registration forms and brochures; research project reports (if generally distributed); agricultural brochures, pamphlets, etc.; treasurer's reports and other "outside" financial reports; campus telephone directories; employee benefits booklets, posters, etc.; purchasing requests for bids; purchase order forms; employee applications; placement forms; athletic ticket applications.

2. Other publications that must have a publication number, but usually are not produced for general public distribution: faculty and student handbooks; employee training manuals. Internal newsletters are to be electronically disseminated and a "publication number" is not required.
3. Certain printed materials that 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; vehicle requests; personnel action forms; research project reports not generally distributed; personnel and fiscal policy manuals; tickets for athletic and cultural events; student newspapers and yearbooks.

III. Campus Review of Publication Requests

The president of Austin Peay State University shall designate a person or committee to review and approve publications by following criteria specified in the rules of the Higher Education Publications Committee. Staff in the Office of Public Relations and Marketing is the president's designee for publications review and approval.

1. All publications should be justified and be within the 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 for 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.
2. When considering requests for approval of new publications or when reviewing existing publications, staff in the Public Relations and Marketing Office must continually consider alternatives to existing or traditional methods or printing and distribution so as to achieve maximum savings or economies while maintaining the integrity of the publications. Staff will provide advice and technical assistance for writing specifications for bids when taking bids is appropriate and when publications are being printed off campus. Consideration is given to the

most economical method of distributing publications. When possible, printed publications should be replaced with publications distributed electronically.

3. All publications must comply with state and federal laws and regulations.
4. All publications should be produced on 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 must 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.

IV. Recording of Information

Pertinent information on institutional publications must be recorded in one location for each campus and maintained on a continuous basis for submitting, on call, to the Higher Education Publications Committee. At APSU the central location for publication review, approval and maintenance of pertinent information on each is the Office of Public Relations and Publications.

When such reports are requested, each campus president/director shall submit a letter certifying that each publication listed in the report has been found justified under the campus procedure. As specified in the 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
- * General distribution list
- * Estimated cost of printing and distribution
- * Estimated cost of postage
- * Name and address of private printer
- * Publication number assigned

V. 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.

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

Any person or department who want to print a publication should deliver or send it to the Public Relations and Marketing Office. He/she will receive an electronic form with instructions on submitting information required prior to approval.

After the publication and needed information is received, the publication will be reviewed. If approved, a publication number will be issued. Please allow a minimum of one week for review and approval.

All publication numbers and needed information, listed above, are maintained electronically for submission to the THEC Publications Committee or other government agency for audit.

VI. 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.

APSU has a written procedure for approving publications.