

# CPTC Procedure: Production of College Publications and Promotional Items

Coastal Pines Technical College (CPTC) strives to produce quality publications and promotional items that portray a collegiate image consistent with the overall status of the College. This procedure has been established to ensure that all College publications and promotional items are accurate and consistent and, when applicable, acquired from external vendors in a fair, cost-effective, and competitive manner in accordance with sound business practices and applicable Georgia laws.

The division supervisor(s) and the Marketing Office must approve all College promotional and informational pieces created for distribution to an external audience. The Marketing Office is responsible for the quality and production of the materials/items, while the individual initiating the publication is responsible for providing accurate and consistent content. Final approval of content rests with the division supervisor of the office initiating the request.

All College publications or promotional items must conform to CPTC identity standards (see *CPTC Logo Usage: Quick Reference Guide located on the CPTC Intranet*). External printing projects must be reviewed and approved by the Marketing Office. The overall purpose of the review process is to ensure that projects support the current marketing strategy, accurately represent the College, portray a collegiate quality, and contain the required disclaimers, including the equal opportunity statement and, when applicable, accreditation statement.

CPTC faculty and staff who wish to produce an official college publication or promotional item intended for an external audience must contact the Marketing Office when beginning the project. The Marketing Office will create the college publications or promotional items or supervise and review the project. The steps below should be followed when requesting a new project.

- Seek approval from immediate supervisor
- Contact Marketing Office concerning design/development of project
- Create Team Georgia Marketplace Cart
- Finalize project specifics with Marketing Office
- Provide Marketing Office with copy of purchase order
- Place order with vendor (Marketing Office or project initiator)

Staff members requesting a publication should contact the Marketing Office in the early planning stage of a project to establish a production timeline. Otherwise, the production deadline may not be met.

To ensure consistency throughout the College, the staff member initiating a printed piece should compare the information submitted for publication to other CPTC communication sources, such as the website and catalog. Incorrect information found in sources should be reported to the appropriate staff for correction or removal.

## Responsibility

The Executive Director of College Advancement has the overall responsibility of ensuring this procedure is implemented.

**Adopted:** April 28, 2014

**Reviewed:** March 14, 2023