EL PASO COUNTY COMMUNITY COLLEGE DISTRICT

BOARD POLICY

2.04.01

PUBLIC INFORMATION AND DISTRICT IMAGE

Consistent with its philosophy of responsiveness to the community, the Board of Trustees directs the President to establish a program of public information to publicize the various educational services and related activities of the College and to further develop procedures providing for participation and regular and periodic community input to the President to guide the development of a public image which accurately reflects the present status and future goals of the District.

Adopted:  Dec. 13, 1978
Amended:  Jan. 20, 1988

2.04.01 - 1 of 1
OBJECTIVE: To ensure appropriate and consistent use of the District logo.

PROCEDURE:

I. Description

A. The El Paso County Community College District logo mark must be used on stationery and other documents which represent the District before the public. The logo must be used as designed and nothing may be added to or removed from the center or the border.

B. All District publications including journals, newsletters, catalogs, bulletins, booklets, flyers, announcements, brochures, advertisements, correspondence, programs, forms, transcripts, covers, business cards, invitations, tickets and posters that will have a student, staff, faculty or off-campus audience must bear the logo mark.

C. Publications, including business cards and stationery, generated through grant-funded projects at the District must also use the District logo.

II. Materials

The only approved inks for use in the two-color logo mark are PMS 321 (turquoise) and standard jet black. The specially designed one-color logo may be reproduced in black only or in any single ink color.

III. Approvals

A. The Marketing and Community Relations Department must approve any use of the District logo including but not limited to printed or duplicated materials, souvenirs (i.e. pencils, pens, cups, caps, jackets, paper weights, etc.) and signage.

B. Approval for use of the logo must be obtained by the Marketing and Community Relations Department prior to submitting the purchase requisition to the Purchasing Services Department. Camera-ready art of the logo will be provided for the vendor, if necessary, by the Marketing and Community Relations Department.

C. Release of the District logo to an outside agency for printing will be controlled by the Marketing and Community Relations Department, which can provide camera-ready art for approved reproductions.
MEMORANDUM

TO: All Employees

FROM: Joyce Cordell; Director, Marketing & Community Relations
       Ruben Gallardo; Director, Purchasing and Contract Management

SUBJECT: District Advertising and Printing

EPCC Procedure 2.04.02.10, “Control and Management of Publications,” was recently revised and re-published. This procedure states that, “No printing will be contracted to an outside vendor without prior approval of the director of Marketing and Community Relations, who will evaluate the need for such a contract.” All printing of the District’s material, including advertisements, must first be approved by the Marketing and Community Relations Department before it is contracted or printed.

All print requisitions will be initiated by Marketing and Community Relations. However, requisitions for promotional items can be initiated by individual departments, but will not be approved until the Marketing and Community Relations Department sees the final proof. In addition, the Director of Marketing and Community Relations must receive (electronic or physical) a final proof of all EPCC requested items from the vendor prior to printing.

The reasons for this procedure are to ensure the quality and consistency in the District’s image, message, logo standards and EEO Statement. In addition, the Marketing and Community Relations Department is responsible for the District’s overall printing budget. This Department not only monitors this overall budget, but is also responsible for presenting it to the Board of Trustees for approval on an annual basis.

Additionally, Procedure 4.10.04.14, “Purchasing Procedures,” states that “The procurement of goods and services acquired prior to obtaining proper authorization through the requisition process is considered to be an ‘unauthorized transaction.’ This type of transaction directly violates established College purchasing procedures. Any employee who places an order for goods and/or services without following the requisition process violates College purchasing procedures. College employees, who generate financial liability for the College without being authorized to do so, will be subject to disciplinary action, including suspension or termination.”

Also, “The Purchasing Department is the only authorized entity, within the College, to issue Purchase Orders or Contracts.” All printing purchase orders will be opened by the Marketing and Community Relations Office.

Please take a moment to read these procedures. All of the District’s Policies and Procedures may be found at http://www.epcc.edu/InstitutionalEffectiveness/Pages/Policies.aspx.

Thank you for your assistance with these matters.
EL PASO COUNTY COMMUNITY COLLEGE DISTRICT

BOARD POLICY

2.04.02

ESTABLISHING COLLEGE PUBLICATIONS

The Board of Trustees recognizes the need for College Publications to promote communication. The policies governing student publications will come under the student affairs section of the College Policy Manual (refer to 7.10.01). All other official College publications shall be coordinated under the auspices of the Director of Marketing and Community Relations and of the Executive Assistant to the President. The President shall maintain a list of those publications considered official College publications. The President shall develop procedures to implement this policy.

Adopted: Mar. 22, 1994          Amended: April 14, 2010           2.04.02 - 1 of 1
Year of Last Review: 2010
2.04.02.10  Control and Management of Publications  
APPROVED: June 24, 1993  
REVISED: January 28, 2010  
AUTHORIZING BOARD POLICY: 2.04.02

OBJECTIVE:  To ensure the continuity, quality and institutional consistency of narrative, photography, design and reproduction of all district printed materials, including folders, invitations, business cards, programs, certificates, thank-you cards, ads, brochures, newsletters, flyers, posters, handbooks, stationery and forms.

PROCEDURE:

I. Responsible Officer

The majority of printing will be outsourced through the Marketing and Community Relations Department to external printers. No printing will be contracted to an outside vendor without prior approval of the Director of Marketing and Community Relations, who will evaluate the need for such a contract.

II. Process

A. Marketing staff will receive at least three proposals from board approved printers and other external printers. Decisions will be based on the most cost effective and/or the best value versus return of services.

B. Marketing staff will review all materials submitted for printing to ensure accuracy of information and appropriateness of appearance. District logos, required Equal Employment Opportunity statements, and the District slogan will be added as needed.

C. Once a requisition is received, the Purchasing Services Department will obtain approval from the Director of Marketing and Community Relations before approving the purchase.

D. Marketing staff are available to write, edit, design and provide photography services during the process of preparing promotional materials.