

DSCC Institutional Publication Policy

I. Purpose

The purpose of this policy is to define institutional publications and an approval process for both external and internal publications.

II. Scope

The policy applies to all faculty, staff, and student organizations at any DSCC location. The Institutional Publications policy derives from Tennessee Code Annotated, Sections 12-7-106 through 12-7-108 and the rules and regulations of the Tennessee Board of Regents Higher Education Publications Committee. This policy addresses external and internal publications and associated approval processes.

III. Policy

I. Institutional Publication

- A. The DSCC Institutional Publications policy shall define publications generally that is designed to represent the College in any capacity externally or internally.

B. External Publications

1. External publication shall be defined generally as an institutional publication prepared by college personnel or student organization that is distributed externally to populations outside the college through print, electronic, or social media platforms.
2. All external publications are required to have a publication number. Specific examples include the following:
 - Catalogs
 - Application for admission
 - Brochures, posters, calendars, pamphlets, fliers, etc., promoting cultural or athletic events
 - Alumni and developmental solicitation materials
 - Seminar and workshop registration forms, brochures, etc.
 - Research project reports (if generally distributed)
 - Financial documents provided to parties outside the institution
 - Purchasing requests for bids
 - Purchase orders
 - Employment applications
 - Placement forms
 - Financial aid applications
 - Agricultural brochures and pamphlets
 - Campus telephone directories

- Employee benefits booklets, posters

Other publications which must have a publication number but are not, as a rule, produced for the general public are:

- Campus, college and department newsletters
 - Faculty handbooks
 - Employee training manuals
3. The CMO will ensure that an Affirmative Action/EEO Employer statement and a Tennessee Board of Regents Institution statement appear on all external and internal publications as well as electronic publications (such as a website), video and/or audio productions. Placement of the publication number and AA/EEO and TBR Institution statements should be consistent, based on the design of the publication, and should be at the bottom of newspaper ads and single-page publications and on the back of multiple-page publications.
 4. Once an external institutional publication is given approval, it shall not be altered or modified without the approval of the Vice President of External Affairs or the President.
 5. All requests for external institutional publications such as press releases, logo design, graphics, images, photography, social media posts, or review of drafted publications shall be sent to the Office of Marketing & Public Relations through the IssueTrak portal for design or review of content and design to ensure that the institution is accurately represented; that the principles of good practice have been followed; and that where appropriate, the publication is coordinated in style and design with other college publications.
 6. IssueTrak Requests should be submitted at least three weeks in advance of the publication due date when possible.
 7. All requests or drafts must be reviewed and approved by the immediate supervisor and vice president with all verbiage, requested photo/graphic or type of image requested prior to submitting an IssueTrak Request.
 8. The CMO will conduct final publication review.
 9. All institutional publications must maintain a consistent brand in campus publications as shared in the Marketing and Publications Branding and Style Guide.

C. Internal Publications

1. An Internal Publication shall be defined generally as any institutional publication prepared by college personnel or student organization that is distributed internally to populations inside the college through print, electronic, or closed group pages via social media platforms. Specific examples include the following:
 - Work processing forms (*work orders, requisitions, transfer vouchers, voucher authorizations, vehicle requests, personnel action forms and similar documents)
 - Research project reports (if printed for distribution solely to institutional officials or the sponsoring agency)
 - Research survey instruments and classroom testing instruments
 - Instructional materials, workbooks, laboratory manuals, even if sold on consignment at a campus bookstore
 - Personnel and fiscal policy manuals
 - Tickets for cultural and athletic events (whether distributed externally or internally)

- Grade reports
 - Student newspapers or yearbooks
 - Meal tickets
 - Traffic citations
 - Internal memoranda
 - Letters or other forms of correspondence
 - Invitations
 - Computer report formats
 - Forms originating from sources other than Dyersburg State Community College
2. All Internal Publications should follow the Office of Marketing & Public Relations' branding guide when preparing publications.
 3. All Internal Publications must be reviewed by college personnel's immediate supervisor and vice president if required. Student organizations must have all Internal Publications reviewed by the organization's faculty/staff advisor.
 4. Should a department or organization need the Office of Marketing & Public Relations to design/create a publication, the rules should follow the defined process for external publications listed above to submit a request. In this case, the immediate supervisor and vice president should approve the request with all verbiage, requested photo/graphic or type of image requested prior to submitting an IssueTrak Request. In this case, the Coordinator of Marketing and Public Relations and the Vice President of External Affairs will conduct final publication review.
 5. All institutional publications must maintain a consistent brand in campus publications as shared in the Marketing and Publication's Branding and Style Guide.
- II. Truthfulness and Substantiation
- A. All advertising, including publications, must follow local, state, and federal laws regarding truth in advertising and other consumer protection laws as outlined in TBR Policy: 9.01.00.00.
- III. Reporting
- A. The Office of Marketing & Public Relations will maintain a log of publications, which will include publication number and date. In addition, that log will include:
 - a. Name of publication
 - b. Department requesting publication
 - c. Purpose and a brief description of the publication's content
 - d. Contact person's name
 - e. Audience
 - f. Delivery method
 - g. Vendor (if printing outside the institution)
 - h. PO/Business authorization
 - i. Quantity/audience number
 - j. Purpose/Contents
 - B. CMO's shall evaluate publications annually to determine if the return on investment justifies the continued publication.
 - C. To assist with local, state, and federal laws regarding marketing publications, including advertising, a report should be given to the SCMO on publications by June 30 of each year.
 1. The System Chief Marketing Officer (SCMO) should provide the report to the College CMOs for the following year by July 1.
- IV. Exemptions and exceptions are outlined in the overarching TBR Marketing and Communications Policy: 9.01.00.00.

D. Compliance

All faculty, staff, and student organizations are responsible for following the DSCC Institutional Publications Policy. Persons found to be in violation of this policy will be subject to disciplinary action.

E. Definitions

Institutional Publication: defined generally as one that is designed to represent the college in any capacity and of which copies will be distributed off-campus to any group or population.

Publication Number: For the purpose of this policy, a number identifier is assigned to a publication when it is published.

External Publications: For the purpose of this policy, any institutional publication prepared by college personnel or student organization that is distributed externally to populations outside the college through print, electronic, radio, or social media platforms.

Internal Publications: For the purpose of this policy, any institutional publication prepared by college personnel or student organization that is distributed internally to populations inside the college through print, electronic, or closed group pages via social media platforms.

College: For the purpose of this policy, “College” refers to, Dyersburg State Community College and all its organizational units, programs, and initiatives.

Chief Information Officer: For the purposes of this policy, the “Chief Information Officer” for the College is the Vice President for Information Technology and Facilities Management.

Chief Marketing Officer: For the purposes of this policy, the “Chief Marketing Officer” (CMC) for DSCC is the Vice President of External Affairs.

Spokesperson: For the purposes of this policy, the Spokesperson for the College is the President or the Vice President of External Affairs or designee.

System Chief Marketing Officer (SCMO): For the purposes of this policy, the “System Chief Marketing Officer” is the Associate Vice Chancellor for Marketing, Digital Strategy, and Public Relations at the TBR System. Additionally, the SCMO serves as the CMO of the TCATs.

F. Revision History

Policy was written 06/20/22. Policy approved by Admin Council on 7/26 via electronic vote. Revision written on 04/11/2024. Approved by Admin Council on 4/25/2024. Revision written on 09/04/2205. Approved by Admin Council on 09/25/2025.