

**CAROLINAS COLLEGE OF HEALTH SCIENCES
POLICY AND PROCEDURE**

ADMINISTRATIVE

SUBJECT: PUBLICATIONS

REVIEWER(S): Director of Advancement*
Dean of Student Affairs and Enrollment Management
Provost

POLICY

The College will assure that all representations to the public are accurate, timely, clear, and professional.

PROCEDURE

- A. The strategic marketing manager is responsible for major college publications that represent the college, its programs, and student policies to the public and the student body. This includes, but is not limited to, the view book, handbook/catalog, catalog addenda, website, individual program and course brochures, fact book, and semester schedule and registration information. In instances where individual departments wish to design and publish separate brochures or materials, the strategic marketing manager and the dean of student affairs and enrollment management will review and approve those publications and will maintain a copy of each in the college's historical publications file.
- B. All publications must conform to the college's brand guidelines. Atrium Health Marketing will also review all publications intended for external marketing for consistency with Atrium Health publication standards and brand guidelines.
- C. To assure accuracy, clarity, and timeliness of content, a minimum of two reviewers other than the author/editor will proofread all publications. For items which contain information specific to an academic discipline, at least one of the reviewers must be the program chair for that discipline. The appropriate member of president's council will review and approve final drafts of major college publications.
- D. The College will publish regular editions of the college magazine. News and articles are written by program chairs, deans, and others as assigned, are collated and edited by the strategic marketing manager. The president and the director of business development and alumni relations will review and approve the final draft of each edition.
- E. Program chairs are responsible for the accuracy and consistency of course syllabi. Prior to dissemination via the website, the information portal (LMS), or in the classroom, all syllabi will be reviewed to ensure information is clear, accurate, complete, and consistent with the course descriptions, which appear in the college handbook/catalog.
- F. The college accreditation liaison is responsible for reviewing college publications to ensure that the college's accreditation status with SACSCOC is accurately represented and adheres to SACSCOC policy.
- G. All course packets and printed materials published or printed by the college will conform to current copyright laws and intellectual property policy.
- H. The Publications policy and procedure will be reviewed bi-annually.

REFERENCES

Related Policies to Consult

CCHS: ADMINISTRATIVE - Intellectual Property and Copyright

SACSCOC: <http://www.sacscoc.org/pdf/081705/InstitutionalObligationsPublicDisclosure.pdf>

Related 2018 SACSCOC Standard(s)

- 10.1 Academic policies
- 10.2 Public information
- 10.5 Admissions policies and practices