Revision Responsibility: Executive Director of Communications
Responsible Executive Officer: President

Source/Reference: TBR Guideline G-090
TBR 9.01.02.00 Publications
THEC Publications Committee Guidelines, Revised 2006
Tennessee Code Annotated 12-7-106
Columbia State Policy 07:05:00

PURPOSE

To ensure College publications and printing adhere to the Tennessee Higher Education Publication Committee Guidelines (THEPC) and Tennessee Board of Regents (TBR) guidelines. To also provide a mechanism for oversight, monitoring, standardization and quality control procedures for college print and digital publications to ensure that College branding and images are incorporated into promotional pieces.

DEFINITION

A publication is defined as any printed or digital marketing/promotional materials, web documents or electronic postings intended for distribution inside and outside the College, which are viewed by audiences, including but not limited to students, the general public, donors, alumni, faculty and staff.

POLICY

I. Columbia State adheres to the rules and regulations governing publications in higher education as set forth in the Tennessee Higher Education Publication Committee Guidelines (THEPC).

II. The Communications office is charged with providing oversight, monitoring, standardization and quality control procedures for Columbia State print and digital materials/publications to ensure alignment with College branding.

A. Internal publications are defined as any print or digital marketing materials designed for current students, faculty or staff.

i. The Communications office will provide guidance on the development of internal marketing materials via online brand guidelines, consultation and resources. The Communications office will work with departments to remediate any print or digital materials/publications that are deemed inaccurate, violate copyright law, or do not meet college brand and quality standards.

B. External publications are defined as any print or digital marketing materials designed for prospective students, parents, alumni, community members, etc.

   i. The Communications office is responsible for collaboration, development and approval of external marketing materials, publications and forms, as well as revisions to existing external materials which impact the publication's appearance and overall general content. The Communications office will work to ensure that print and digital materials/publications align with college brand and quality standards.

III. Temporary forms for a specific purpose or used only internally by the College (i.e., tabulation worksheets, one time survey instrument, etc.) do not fall under the THEPC guidelines. Certain printed materials which are intended solely for internal use and viewing may be excluded from the requirement that a publication number be affixed. Examples of these types of documents include: work processing forms, work orders, requisitions, transfer vouchers, voucher authorizations, vehicle requests, personnel action forms and similar documents, grade reports, meal tickets and traffic citations.

IV. All printing by outside vendors shall comply with Columbia State and TBR purchasing procedures and, as required by state law, print publications must include the printer's name, address and number of copies printed.

V. The originator is responsible for sending ten copies of each publication and/or form to the Communications office to be placed in the departmental files (7) and College archives (3).

VI. Each department is responsible for periodically reviewing publications and forms within its area to determine their continued usefulness. If a publication or form is updated or discontinued, the Communications office must be notified.

VII. In accordance with TBR and THEPC guidelines, Columbia State letterhead is standardized with the College logo, website, and the addresses and phone numbers of each campus location. Individualized letterhead is not permitted, except as authorized by the president.

VIII. College business cards are standardized with the College logo and website, and the individual's name, title, address, phone number, and email address and other information deemed appropriate by the executive director of communications and the appropriate department manager.

IX. Use of the College logo must adhere to the Logo Usage Guidelines (available on the Communications office webpage).

PROCEDURES

I. The originator of a publication will work collaboratively with the Communications office. The originator should be prepared to discuss the following items, which must be included on the initial request form. (Refer to the Forms and Publications Checklist.)

A. Name/title of publication.
B. Department responsible for design work.
C. Purpose and description of publication.
D. Define intended audience.
E. Define intended method of distribution.
F. Number of copies.
G. Budget number/estimated cost.
H. Name of funding source, if other than state or higher education and how, if at all, this outside organization is to be recognized on the document, including the provision for outside organization branding or logo treatment.
I. Releases or permission to use any copyrighted materials.
J. Publication number, obtained from the Communications office, if required.
K. Name and address of printer.
L. Technical data including type of paper, size, photographs, color, design and printing.

The requesting office must abide by deadlines given by Communications with regards to submitting copy, input, and final approvals. Communications reserves the right to set a timeline for the project.

II. Large Publications: Certain logos, disclaimers, indicia, Americans with Disabilities and other compliance information must be included in larger publications (defined as multi-page brochures, catalogs, enrollment guides, viewbooks, as well as webpages, etc.). A listing of these items is below.

A. Both the complete Columbia State logo and the College's full name, Columbia State Community College.

B. The publication number that was assigned by the Communications office for printed publications.

C. The month and year of the publication or the revision month and year.

D. If a phone number is listed, the TDD Relay Number for the hearing impaired must also be listed: 1-800-848-0298.

E. The equal opportunity employer statement:

Columbia State Community College is an EOE employer and does not discriminate on the basis of race, color, religion, creed, ethnicity, or national origin, sex, disability, age, status as a protected veteran or any other class protected by federal or state laws and regulations and by Tennessee Board of Regents policies with respect to employment, programs, and activities.

F. The phrase: A Tennessee Board of Regents institution.

G. The alternative format statement: Individuals needing this material in an alternative format, e.g., hearing or visually impaired formats, should contact the Disability Resource Center.

H. The printer's name, address, and number of copies, if the publication is printed by a vendor.

I. Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) accreditation statement:

Columbia State Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees. Degree-granting institutions also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Columbia State Community College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).

III. Small Publications: Smaller-sized publications, e.g., forms, flyers, posters, postcards, mailers, etc., must contain the following logos, indicia, and disclaimers, Americans With Disabilities and other compliance statements:

A. Both the complete Columbia State logo and the College's full name, Columbia State Community College.

B. A clear and concise title of its function.

C. The publication number that was assigned by the Communications office.

D. The month and year of the publication or the revision month and year.

E. The abbreviated equal opportunity employer statement:

Columbia State Community College, a Tennessee Board of Regents institution, is an EOE educational institution.

F. If a phone number is listed, the TDD Relay Number for the hearing impaired must also be listed: 1-800-848-0298.

G. The printer's name, address, and number of copies, if the publication is printed by a vendor.

H. Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) Stamp of Accreditation (logo).

I. For any flyers that will be posted on campus, the Student Affairs stamp must also be included.

IV. The Communications office is responsible for overseeing external (off-campus) printing. A department who has collaborated with the Communications office may receive approval to work directly with a vendor. A requisition for purchase must be completed and forwarded to the Communications office for approval with an attached sample of the item to be printed.

V. Columbia State Policy 07:05:00 (Web Pages Policy and Guidelines) states the following with regards to how the statements shown below should be displayed:

A. All webpages will comply with guidelines for traditional Columbia State publications in addition to the guidelines included in the policy.

B. All official webpages on the ColumbiaState.edu server should use a footer at the bottom of every page containing the following information:

"Columbia State Community College, a Tennessee Board of Regents institution, is an equal opportunity institution," in the footer – with a hyperlink to read more. The link will take readers to a page that will display the following statements:

> Columbia State Community College is an EOE employer and does not discriminate on the basis of race, color, religion, creed, ethnicity, or national origin, sex, disability, age, status as a protected veteran or any other class protected by federal or state laws and regulations and by Tennessee Board of Regents policies with respect to employment, programs, and activities.

C. All official webpages on the ColumbiaState.edu server should use a footer at the bottom of every page containing a link to the following accreditation information:

> Columbia State Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees. Degree-granting institutions also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Columbia State Community College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).
>
> The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) Stamp of Accreditation should also be posted (logo).

VI. To have letterhead printed:

A. Check the current price list available in the online purchasing system.

B. Complete a requisition for purchase in the online purchasing system and select outside printing for the Account code; this will ensure it is forwarded to the Communications office.

VII. To have business cards printed:

A. Obtain approval from the appropriate vice president.

B. Check the current price list available in the online purchasing system.

C. Complete a requisition for purchase in the online purchasing system and select outside printing for the Account code; this will ensure it is forwarded to the Communications office.

Include the following information:

1. Your name and title
2. Campus location address (Columbia, Clifton, Franklin, Lawrenceburg, or Lewisburg)
3. Office phone number and fax number
4. Columbia State email address
5. Other information deemed appropriate by the executive director of communications and the appropriate department manager.

Revised July 2025, Reviewed/accepted by Cabinet, approved and signed by the President August 2025.