

Publications and Promotional Material

POLICIES

Issued:

Responsible Official: Vice President for Legal Affairs &
Organizational Strategy

Responsible Office: Public Relations and Marketing

Policy Statement

It is the policy of Austin Peay State University to ensure quality publications are produced efficiently, accurately reflect university brand standards and meet the requirements of the Federal Nondiscrimination Policy.

Additionally, this process establishes protocol for ensuring other components that tie to the printed materials are to ensure the publication is effective.

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Definitions

Publications and Promotional Materials

The university defines publications and promotional materials as any printed or digitally published materials produced for distribution to external audiences. These include, but are not limited to, brochures, pamphlets, flyers, web ads, digital publications, print advertisements, event programs, billboards, videos, commercials, etc.

This definition **excludes** logo promotional items and social media campaigns. Logo promotional items include hats, T-shirts, pens, license plates, etc., which university policy addresses in the Promotional Items guidelines. Social media campaigns must follow the Social Media Guidelines.

Procedures

All publications must be printed in Printing Services unless the Executive Director of Public Relations and Marketing, their designee, or the Vice President for Legal Affairs & Organizational Strategy has made an exception. Printing Services or the Public Relations and Marketing Department staff will advise the department submitting publications of any outsourcing required due to equipment limitations, volume or cost efficiency.

A. To ensure publications and promotional materials contain the basic requirements:

1. The official university logo or unit identifier, as defined in the official identity guide, must be on the publication in a manner that immediately identifies it as a university product. The Public Relations and Marketing Department staff can provide the identity guide, and a PDF is available at <https://www.apsu.edu/pr-marketing/>.
2. All university publications must have either the long or short form of the federally required nondiscrimination statement, except digital ads pointing to the university's website.

Nondiscrimination Statement (Longform):

Austin Peay State University (APSU) does not discriminate against students, employees, or applicants for admission or employment on the basis of race, color, religion, creed, national origin, sex (including pregnancy), sexual orientation, gender identity/expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class with respect to all employment, programs and activities sponsored by APSU. Inquiries or complaints regarding Title IX should be directed to the Chief of Institutional Culture and Title IX Coordinator, williamslr@apsu.edu, 931-221-7690, Office of Institutional Culture in the Browning Building, Rm140, Clarksville, TN 37044. Other inquiries or complaints regarding nondiscrimination policies may be directed to the Director of Equal Opportunity and Investigator,

Title IX Deputy Coordinator, Sheila Bryant, bryantsm@apsu.edu, 931-221-7178. The Austin Peay State University policy on nondiscrimination can be found in [Policy 6:001](#).

Nondiscrimination Statement (Shortform):

Austin Peay State University does not discriminate on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class with respect to all employment, programs and activities sponsored by APSU. [Policy 6:001](#)

3. The full SACSCOC accreditation statement must be used when describing APSU's accreditation on the university website, academic bulletins, the Student Handbook and other publications of authority. No statement is required on flyers, brochures or similar publications, but an abbreviated statement can be used: Accredited by SACSCOC.

Full Accreditation Statement:

Austin Peay State University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate, baccalaureate, master's, education specialist and doctoral degrees. Contact the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, Georgia, 30033-4097, or call (404) 679-4500 for questions about the accreditation of Austin Peay State University.

4. Communication about new academic programs pending final approval by the Tennessee Higher Education Commission (THEC) and the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) must adhere to the guidelines of those commissions. THEC does not allow the advertisement of programs pending THEC approval. All communication for any academic program awaiting SACSCOC's approval and inclusion in the institutions'

accreditation must clearly and consistently include the statement “pending approval by the Southern Association of Colleges and Schools Commission on Colleges.” This includes but is not limited to, both internal and external communications, print and digital publications, advertising and other forms of marketing for promotion or recruitment.

B. External Vendors:

Contracts with external vendors marketing on behalf of the university must have all marketing materials approved by the Executive Director of Public Relations or their designee before disseminating marketing assets. APSU’s point of contact is responsible for the vendor to see approvals. For example, suppose the College of Graduate Studies hires a vendor for marketing. In that case, the Dean of the College of Graduate Studies, or their designee, must submit all marketing assets for approval on behalf of the vendor before dissemination.

C. For assistance with determining publication costs, contact the Public Relations and Marketing Office.

D. Submit the publication along with the publication form to the APSU Public Relations and Marketing Office via email to pubnumber@apsu.edu. The publication must be saved in PDF format.

All information must be provided on the [publication approval form](#). Failure to provide complete information will delay the approval process or possibly result in a denial.

While most publications are reviewed and approved by the end of the following day of submission, please allow three (3) working days for smaller publications and five (5) working days for large documents, such as magazines, bulletins, etc.

Publications purchased before publication approval cannot be approved.

E. Display of the assigned publication number:

APSU’s publication number and nondiscrimination statement must be included in the publication.

Related Forms

APSU Publication Approval Form <https://www.apsu.edu/pr-marketing/print-creative/publication-approval-form.pdf>

Revision Dates

APSU Policy 7:001 – Rev.:
 APSU Policy 7:001 – Rev.: December 11, 2019
 APSU Policy 7:001 – Rev.: November 26, 2018
 APSU Policy 7:001 (supersedes 1:013) – Rev.: April 20, 2017
 APSU Policy 1:013 (supersedes 99:017) – Rev.: November 18, 2015
 APSU Policy 1:013 – Rev.: July 28, 2002
 APSU Policy 1:013 – Issued: August 1, 1986

Subject Areas:

Academic	Finance	General	Human Resources	Information Technology	Student Affairs
		<input checked="" type="checkbox"/>			

Approved

President: signature on file