

4.4 Publications

Introduction

The mission of University Publications is to enhance the University's overall mission by writing, designing, and producing materials that help recruit students, promote academic programs, support fund-raising goals, and provide general information to a variety of constituents.

Various offices under the direction of the Vice President for Institutional Advancement are involved in this mission. First, the Office of Publications (OP) is responsible for editorial content, accuracy, and integrity of design for all university publications. The Office of Publications' most comprehensive source of information is the *Catalog*, published biannually by the Office of Academic Affairs. In addition to the *Catalog*, the OP produces at least 150 major publications annually, including *Year in Review*, *Classified Employees Handbook*, *Discover*, *Experience*, *Admissions* (CD-ROM), *Undergraduate Application*, the *Faculty Handbook*, and the *Guide to Editorial Specifications and Licensing*. Second, the Office of University Relations (OUR) is responsible for coordinating all media relations, including news stories, announcements, interviews with faculty and staff on radio and television talk shows, and advertising. The OUR produces the *Courier* (faculty-staff newspaper), *Old Dominion University* magazine (alumni periodical), *Faculty -Staff Telephone Directory*, and *Expertise Guide*.

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Accurate and
Consistent
University
Publications

Presentation of Findings

Old Dominion University's *Guide to Editorial Specifications and Licensing* contains information about policies and procedures for publications. Page 1 of the guide states, "Each document or publication represents an opportunity to communicate the character of the university. The success and effectiveness of these efforts rests ultimately on the diligent attention to all graphic and editorial specifications in this guide. These procedures and guidelines will promote consistency and ensure that Old Dominion University's message is portrayed similarly within all publications." Publications are submitted to the Office of Publications for review to ensure compliance with the *Guide to Editorial Specifications and Licensing*.

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Accurate Catalog
Information

The *Old Dominion University Catalog, 2000-2002* presents accurate, comprehensive, and up-to-date information on the following: a) entrance requirements and procedures; b) admissions criteria and policies, including the admission of transfer students; c) rules of conduct; d) academic calendar; e) degree completion requirements; f) full-time faculty and degrees held; g) costs and financial obligations; h) refund policies; and i) other items relative to attending the institution or withdrawing from it. The catalog is revised every two years. The contents are reviewed by the various units responsible for the policies, procedures, and other information. This process is coordinated by the Assistant Vice-President for Undergraduate Affairs, who is also responsible for producing and maintaining the *Catalog*.

Conclusion

The University is in compliance with the SACS/COC *Criteria*.

Recommendations

None.

Suggestions

None.

Must Statement Compliance Table
4.4 Publications

Must Statement	Compliance Statement	Supporting Documentation <u>Exhibit Numbering Key:</u> Criteria#/MustStatement#:Exhibit
4.4/ 1 of 2 The content and design of publications produced and distributed by an institution must be accurate and consistent in describing the institution and rigorously adhere to principles of good educational practice.	Compliance	4.4.1/01:01 <i>Old Dominion University Guide to Editorial Specifications and Licensing</i>
4.4/2 of 2a-j An institution must make available to students and the public accurate, current catalogs or other official publications containing the following information: a. Entrance requirements and procedures; b. admissions criteria and policies, including the admission of transfer students; c. rules of conduct; d. academic calendar; e. degree completion requirements; f. full-time faculty and degrees held; g. costs and financial obligations; h. refund policies; and i. other items relative to attending the institution or withdrawing from it.	Compliance	4.4.2/02a:01 <i>Old Dominion University Catalog 2000-2002</i> pp. 16-20 4.4.2/02b:01 <i>Old Dominion University Catalog 2000-2002</i> pp. 16-20 4.4.2/02c:01 <i>Old Dominion University Catalog 2000-2002</i> pp. 13-15 4.4.2/02d:01 <i>Old Dominion University Catalog 2000-2002</i> pp. iii-iv 4.4.2/02e:01 <i>Old Dominion University Catalog 2000-2002</i> pp. 44-51 4.4.2/02f:01 <i>Old Dominion University Catalog 2000-2002</i> pp. 302-309 4.4.2/02g:01 <i>Old Dominion University Catalog 2000-2002</i> pp. 21-24 4.4.2/02h:01 <i>Old Dominion University Catalog 2000-2002</i> p. 23 4.4.2/02i:01 <i>Old Dominion University Catalog 2000-2002</i> pp. 41-43.