



Administrative Procedure

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Subject: UNIVERSITY PUBLICATIONS

1.0. PURPOSE:

To establish the policy and procedures governing the planning, approval, and production of University publications.

2.0. ORGANIZATIONS AFFECTED:

All University departments.

3.0. REFERENCES:

- 3.1. "Publications and Questionnaires", Faculty Handbook,
- 3.2. Cal State L.A. Publications Guide and Style Manual, published by the Office of Public Affairs.
- 3.3. Cal State L.A. Administrative Procedure, "Printing Requests".

4.0. POLICY:

Publications assume an important role in institutional advancement by accurately reflecting the excellence of the University's academic, student services, development and alumni, and community involvement programs.

5.0. DEFINITIONS:

- 5.1. University Publications--All printed materials intended for on and off campus distribution which describe any of the officially approved programs and activities of the University.

6.0. RESPONSIBILITIES:

- 6.1. University departments will:
 - 6.1.1. Project for the fiscal year the department publication production schedule and costs.

Approved:

Date:

- 6.1.2 Organize and write copy proposed for printing and secure the required approvals at the departmental, school, and university levels.
- 6.2. The Office of the Associate Vice President for Academic Affairs-Planning & Resources will ensure the accuracy of editorial content of all publications which describe the curricular requirements of any academic program or which contain descriptive materials about programs or courses.
- 6.3. The Office of the Associate Vice President for Academic Affairs-Academic Services will ensure the accuracy of editorial content for all publications which describe admission and enrollment requirements and services.
- 6.4. The Office of the Vice President for Administration will ensure the accuracy of editorial content for all publications issued by the administrative and student service departments.
- 6.5. The Office of Public Affairs, Publications Services will:
 - 6.5.1. Plan for the best quality publication, within the allocated budget, that is consistent with the goals of the publications policy.
 - 6.5.2. Serve as technical consultant on all aspects of production.
 - 6.5.3. Provide cost estimates and production dates prior to initiating any production work.
 - 6.5.4. Arrange for graphic, typesetting, and printing services for the client department.
 - 6.5.5. Provide the client department with a written weekly status report on all projects in-process.
 - 6.5.6. Initiate the budget transfer for typesetting and graphics services.
 - 6.5.7. Initiate the University purchasing requirements for all services performed commercially.
 - 6.5.8. Review the quality and approve payment for satisfactorily completed jobs.

6.6. The Purchasing Office will:

- 6.6.1. Upon receipt of a requisition initiate on behalf of the Office of Public Affairs, the competitive bid process for printing services.
- 6.6.2. Secure prior approval from the office of the State Printer for printing estimates in excess of \$300.
- 6.6.3. Notify Public Affairs of the disposition of the Office of the State Printer regarding requests to bid out printing work.
- 6.6.4. At the direction of the Office of Public Affairs, negotiate for adjusted costs when the work is unsatisfactory and reprinting is required.

7.0. PROCEDURES:

- 7.1. Department will schedule an initial planning meeting with Publications Services to discuss the need for the publication, intended audience, content, production requirements, and costs.
- 7.2. Publications Services will complete the “Publications Planning Guide”, Appendix 8.1.
- 7.3. Publications Services will obtain preliminary cost estimates as necessary for the proposed publication, recommend the printing source, and alternates and prepare the “Publication Cost Estimate and Production Schedule”, Appendix 8.2.
- 7.4. Department will develop the text copy for the publication and route for review and approval (See Appendix 8.4).
- 7.5. Publication services will prepare the Purchasing Requisition, Form 42, attach the completed Publication Planning Guide, Publication Cost Estimate and Production Schedule, the approved text copy and submit as a package to the Purchasing Office.
- 7.6. Department will provide three (3) photocopies of the final approved copy to Publications Services.
- 7.7. Publications Services will prepare weekly a “Publications Status Report”, Appendix 8.3., for all jobs in-process.

- 7.8. Department will review camera ready artwork for final approval of art and text.
- 7.9. Publications Services will arrange for pick-up or delivery of department approved camera ready artwork to the selected printing source.
- 7.10. Completed jobs prepared commercially will be delivered to Shipping and Receiving and forwarded to the Client department.
- 7.11. Shipping and Receiving upon receipt of print order will send a receiver notifying accounts payable and Purchasing that material has been received. Purchasing is responsible for orders which have not been received (see also Administrative Procedure, Receiving)
- 7.12. After comparison of the invoice to the purchase order, Shipping and Receiving delivers order to the department with a photo copy of the receiver.
- 7.13. Department upon receipt of printed material will check to insure that the work was completed satisfactorily.
- 7.14. Department will forward five (5) copies of the printed material to Publications Services for technical review unless other arrangements have been with Publication Services.
- 7.15. In the event that the job is not completed to the satisfaction of the department, the department will contact Shipping and Receiving and notify them of the specific dissatisfaction(s) or will contact publications services if the errors are technical (i.e. color specifications, print type or size etc.)
- 7.16. Normally the responsible receiving staff member will contact the vendor to reconcile the dissatisfactions using the specifications contained in the purchase order.
- 7.17. Department, depending on the circumstances, may be asked by Shipping and Receiving to complete a Shipping Claim Report and return the unacceptable printed material. Differences in price between actual billing and purchase order in excess of 10% will be referred back to the department and the Purchasing Office.

8.0. APPENDICES:

- 8.1. Publications Planning Guide.
- 8.2. Publications Cost Estimate and Production Schedule.
- 8.3. Publications Status Report.
- 8.4. Publications Approval.
- 8.5. Publication Production Summary.