

Procedure VII.7001.B.a, Publications, Academic Calendar, Distribution of Literature and Advertising

Associated Policy

Policy VII.7001.B, Publications, Academic Calendar, Distribution of Literature and Advertising
Policy VI-K: Appropriate Use of Copyrighted Materials (Revised May 2015)

Procedures

It is the responsibility of the Vice President, Marketing and Public Relations to determine that the content, design, purpose and printing format of College publications serve the goals and objectives of San Jacinto College. The Vice President, Marketing and Public Relations reports to the Vice Chancellor, Marketing, Public Relations and Government Affairs, who is ultimately responsible for the production of College publications.

It is the responsibility of the College Registrar to develop the College Academic Calendar in coordination with a committee of faculty, staff, students, administrators, and school district partners. The Board of Trustees approves the Academic Calendar.

It is the responsibility of the Deans of Student Development and the Student Engagement and Activities leaders to determine appropriate guidelines and restrictions regarding expressive activities, distribution of literature, and campus posting regulations.

The College Marketing, Public Relations, and Government Affairs department is responsible for developing and publishing recruitment materials, as governed by the policy on Publications, Academic Calendar, Distribution of Literature, and Advertising and this Procedure, on Publications, Academic Calendar, and Distribution of Literature.

Departmental Production of Publications

Standard College publications that may be approved for departmental production include flyers, invitations and brochures which are temporary in nature, require fewer than 200 copies and can be reproduced on campus. Social media graphics and signage for on-campus digital screens are also approved for departmental production.

Publications not approved for departmental production are marketing and recruitment brochures, pamphlets, posters and advertisements (traditional and digital). All College publications must conform to the College's brand standards, accuracy and image. The San Jacinto College brand standards are available on the College website on the Marketing, Public Relations, and Government Affairs web page.

Any publication that includes curriculum must reflect what is approved by the College Curriculum Committee.

Requirements for Publications

All San Jacinto College publications, including digital screens, must include the following elements:

1. *San Jacinto College logo or seal.* The San Jacinto College official logo is available in different formats and resolutions at www.sanjac.edu/logos. Instructions for downloading, and guidelines for usage, are also available on that website. Should you require a specific departmental logo, the College seal, or have a special request, please contact the director of marketing.

2. *San Jacinto College Proper Names*

- The San Jacinto Community College District
- The San Jacinto College District
- San Jacinto College
- San Jacinto College Central
- San Jacinto College North
- San Jacinto College South
- San Jacinto College Maritime
- San Jac

3. *Facility addresses.*

San Jacinto College Central

8060 Spencer Highway
Pasadena, Texas 77505

San Jacinto College North

5800 Uvalde Road
Houston, Texas 77049

San Jacinto College South

13735 Beamer Road
Houston, Texas 77089

San Jacinto College Maritime Training Center

3700 Old Highway 146

La Porte, TX 77571

San Jacinto College District

4624 Fairmont Parkway

Pasadena, TX 77504

4. *College phone number.* 281-998-6150
5. *College Web Address.* www.sanjac.edu
6. *Non-discrimination publication procedure.*

Any publication distributed to current students or college employees should have the full Equal Opportunity Statement whenever possible. There are three versions: statement, short, and long. The **statement** is permitted for materials that are not going to current students, ads that are 1/2 page or less, outdoor signage, digital ads and small online graphics. The **short version** is used on larger ads, flyers, and other publications targeted at students/employees. The **long version** is used in official College publications such as the Catalog, CPD Schedules, Student Handbook, Athletic Handbook, Strategic Plan, and Annual Security Report. The long version is also on the College website.

Statement:

An Equal Opportunity Institution

Short Version:

The San Jacinto College District is committed to equal opportunity for all students, employees, and applicants without regard to race, creed, color, national origin, citizenship status, age, disability, pregnancy, religion, gender, sexual orientation, gender expression or identity, genetic information, marital status or veteran status in accordance with applicable federal and state laws. The following College official has been designated to handle inquiries regarding the College's non-discrimination policies: Vice Chancellor of Human Resources, 4624 Fairmont Pkwy., Pasadena, TX 77504; 281-991-2659; Sandra.Ramirez@sjcd.edu.

Long Version:

The San Jacinto College District is committed to equal employment opportunity for all employees and applicants without regard to race, creed, color, national origin, citizenship status, age, disability, pregnancy, religion, gender, sexual orientation, gender expression or identity, genetic information, marital status, or veteran status in accordance with applicable federal and state laws. No person including students, faculty, staff, part-time, and temporary workers will be excluded from participation in, denied the benefits of, or

be subjected to discrimination or harassment under any program or activity sponsored or conducted by the San Jacinto College District on the basis of the categories listed.

The following College officials have been designated to handle inquiries regarding the College's nondiscrimination policies:

Vice Chancellor, Human Resources, Organizational and Talent Effectiveness
Sandra Ramirez – Equal Opportunity Compliance Officer

4624 Fairmont Parkway

Pasadena, TX 77504

Sandra.Ramirez@sjcd.edu

281-991-2648

Associate Vice Chancellor, Student Services

Joanna Zimmerman – Title IX Coordinator

8060 Spencer Hwy.

Pasadena, TX 77505

Joanna.zimmerman@sjcd.edu

281-476-1863

Vice Chancellor, Strategic Initiatives

Allatia Harris (equity in athletics)

8060 Spencer Hwy.

Pasadena, TX 77505

Allatia.harris@sjcd.edu

281-459-7140

7. *Disclaimer* (for use when printing course descriptions, course times, course dates, etc.). All course descriptions and degree information listed herein are subject to change. For up-to-date information, please consult the current San Jacinto College Catalog on the College website.
8. *Revision date*. Month / Year (i.e., 07/17).

Publication of the Academic Calendar

The San Jacinto College Marketing, Public Relations, and Government Affairs office shall publish to the College website the Academic Calendar for the current and future year once it is developed, presented to the Board of Trustees, and approved by the Board of Trustees.

Revisions to the Academic Calendar during an academic year shall be updated on the on the College website by the Marketing, PR, and Government Affairs office.

Distribution of Literature

The College has established reasonable, written guidelines as to time, place, and manner of distribution of literature by students, faculty, and staff. The distribution of literature is not intended to prohibit individual students and employees from the private and personal exchange of printed matter. For guidelines and restrictions regarding expressive activities and the distribution of literature, please contact a Student Engagement and Activities Office.

Bulletin boards may be used for commercial and noncommercial speech by students, employees, and individuals not affiliated with the College. The College has established reasonable rules and regulations for use of campus bulletin boards, including rules and regulations concerning limitations on size and duration of posting. Bulletin boards may not be used for posting information that promote unlawful activities or that contain misleading or false statements about a product or service for sale. For guidelines and restrictions regarding campus bulletin board postings, please visit a Student Engagement and Activities office, visit the college website, or refer to the Student Handbook.

Advertising & Dissemination

Printed matter containing any commercial advertising or solicitations shall not be distributed, except that newspapers containing advertisements may be distributed consistent with this policy. Newspapers shall be distributed from fixed dispensers or booths pursuant to reasonable time, place, and manner regulations established by the administration.

Registered student organizations that desire to solicit funds or sell items for a noncommercial purpose must obtain approval in advance from the Student Engagement and Activities office on the respective campus. All students engaging in the activity must be currently enrolled. The activity must be confined to a fixed location established by San Jacinto College. More information regarding the coordination of these requests can be found by visiting a Student Engagement and Activities office or by visiting the College website.

Printing Copyrighted Materials

San Jacinto College will not knowingly publish or reprint previously copyrighted materials without written permission from the publisher, author or other party with a copyright interest. Before submitting questionable materials, first consult the publisher or author listed in the published work. Requests for reprinting copyrighted materials in part or entirety must be submitted with a letter stating granted permission from the publisher, author or other party with a

copyright interest. The letters of permission will remain on file with the marketing, public relations and government affairs department.

Date of SLT Approval	April 13, 2018
Effective Date	July 10, 2018
Associated Policy	Policy VII.7001.B, Publications, Distribution of Literature and Advertising VI-K: Appropriate Use of Copyrighted Materials (Revised May 2015)
Primary Owner of Policy Associated with the Procedure	Vice Chancellor Marketing, PR, and Government Affairs
Secondary Owner of Policy Associated with the Procedure	Vice President Marketing and Public Relations
