COEHD Public Dissemination & Publication Guidelines

The communications specialist is responsible for coordination of dissemination initiatives of the COEHD. The communications specialist creates academic publications, recruiting and admissions pieces, and other external publications that advance the COEHD. The communications specialist will assist COEHD members with concept, themes, editing, design, photography and photo selection, cost estimates, production, and production schedules. The communications specialist gives highest priority to projects central to student recruitment and to advancing public understanding of the COEHD’s high academic quality.

Publications produced by the Communications Specialist include university undergraduate and graduate brochure series, numerous recruitment publications, specialty publications, and many COEHD brochures/posters and maintains the College of Education and Human Development website and social media. Rules for COEHD publications:

- The communications specialist and the Dean of the College of Education and Human Development must review all publications, including grants and presentations, whether new or revised.
- Requisitions for the printing of any College of Education and Human Development publication must have the approval of the communications specialist.
- All publications to be presented to parties outside the Texas A&M University Corpus Christi with COEHD or University logos must be reviewed and approved by communications specialist and the TAMUCC Department of Marketing and Communications.

The communications specialist works with the originator of the publication to ensure that the publication is produced economically and fulfills its intended use and is consistent with COEHD and university graphic standards. Minimally, this involves ensuring proper use of logos, including an affirmative action statement and COEHD identifier; following writing and printing specifications; and designating the publication for printing either by University Printing Services (preferred) or an off-campus printer.

All publications should be produced on campus when economically feasible. University Printing Services will not print publications unless they have been reviewed and approved by the communications specialist. All items published, besides meeting the above requirements, must also follow the guidelines set within University Rule 61.01.01.C0.01 (Compliance with Texas State Publications Depository Program) and University Rule 61.99.99.C3.01 (Marketing and External Communications).