College Procedures for Public Dissemination & Publication Guidelines

The Communications Specialist is responsible for coordination of dissemination initiatives of the COEHD. The specialist creates academic publications, recruiting and admissions pieces, and other external publications that advance Texas A&M University-Corpus Christi College of Education and Human Development. This office will assist COEHD clients 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 TAMUCC Public Information Office.

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 Campus Copies (preferred and generally least expensive) or an off-campus printer. All publications should be produced on campus when economically feasible. Specifications and the assignment of the publication to Campus Copies or an off-campus vendor are recorded by the Communications Specialist on a Work Order Form. The completed form indicates the publication has been reviewed and approved by the Information Office, the Dean of the COEHD, and the originator, as required. It also provides printing and/or bid specifications. Campus Copies 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 Regulations as seen in University Rule 61.01.01.C0.01 or at the website: http://publications.tamucc.edu.