


Effective Date		Date of Revision			<h1>Policies, Rules And Regulations</h1>
12-2-03					
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UNIVERSITY MARKETING, COMMUNICATIONS, PRINTING AND REPROGRAPHICS, COPYRIGHT, ADVERTISING, LICENSING AND WORLD WIDE WEB			4.3	Page 1 of 2	
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UNIVERSITY POLICY STATEMENT

University Publications exists to provide printing, reprographic, design and collateral publishing services to the EMU community and to obtain copyright permission from publishers to reproduce custom professor compiled course packs for classroom use. All University or University-related printing, reprographic, design and collateral publishing services that are to be purchased with University funds or University administered accounts are handled by University Publications. University stationery or business cards or other official University trademarks or documents may be used for academic and professional activities which are related to an employee's or faculty member's University employment. However, use of University stationery or business cards or other University trademarks or documents to further an individual's private business interests or to express political or personal viewpoints is expressly forbidden.

UNIVERSITY PRACTICE

Requests for printing, reprographics, design and collateral publishing services are submitted to University Publications along with an approved and properly completed University requisition. University Publications will provide for requested services or will prepare and submit to the University Purchasing Office a bid for the purchase of such services. University Publications is the designated vendor for reprographics. In the event the department is unable to handle a request, it may authorize departments to submit material directly to University-approved vendors. All material, except for the following, must be approved in advance by University Marketing:

- Materials produced for classroom or educational use.
- Materials produced for scholarly publications and presentations.
- Advertisements for employment positions.
- Materials intended only for on-campus distribution.
- Material produced by student organizations (unless it bears a University mark).
- Material produced by student media.
- Routine forms.
- Correspondence.

University Publications manages the cost-per-copy program. All requests for copy machines are administered through University Publications.

RESPONSIBILITY FOR IMPLEMENTATION

The Executive Director for University Marketing and Communications is responsible for administering this policy.

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SCOPE OF POLICY COVERAGE

This policy applies to all university employees.

Authority for Creation or Revision

Minutes of the Board of Regents, December 2, 2003: para. .6194M.