

INSTITUTIONAL DIRECTIVE 3-6

August 13, 2007

Title: Printing Services and Development of Departmental Promotional Materials

I. Purpose

This directive provides comprehensive procedures and responsibilities for supporting the printing and copying requirements of the college.

II. Policy

It is the policy of Piedmont Technical College to provide in-house copying/printing services and coordinate outside printing of other materials to support the instructional and administrative needs of the college.

III. General

Printing/copying services are provided as a service to all of our customers. Copying will be completed within the college to the maximum extent using approved standardized formats. The Department of Corrections, Printing and Graphics Service and commercial vendors will be utilized as necessary.

IV. Responsibilities

Printing Services, under the Director of Information Services, has overall responsibility for printing, copying and related copy equipment. Printing Services is responsible for ensuring that the procedures in this directive are followed and that printing equipment, centralized and decentralized, is maintained in satisfactory condition.

The Office of College Communications has the overall responsibility for the approval and/or creation of all promotional materials to be used outside the college.

V. Procedures

A. Printing Services will provide quick copy service during normal business hours.

B. Copiers are located across the main campus and at all county centers.

1. Charge backs will be accomplished by Printing Services personnel inputting directly in the Piedmont Technical College centralized computer network. Backup paperwork (hard copy) will be on file in the Printing Services area.
2. Individual accounts will be charged for copying and printing through departmental codes on a routine basis. If a problem that threatens to compromise code privacy is identified, the Director of Information Services should be notified immediately. Codes will be changed to prevent the problems (such as inappropriate charges) which may result.

Office of Responsibility: Vice President for Business Affairs

3. The current charge per copy will be \$0.02 for black and white copies and \$0.10 for color. The figure is calculated by the amount charged per copy by the copier vendor, the cost of paper and the cost of staples.
- C. Quick Copy Center:
1. Instructors' quizzes/exams will be given top priority by the Quick Copy Service. For security purposes, these materials must be placed in a sealed envelope by the requester. All originals and printed copies will be returned to the requester by the Print Shop in a sealed envelope. Work-study employees will not have access to these materials at any time.
 2. Large volume quick copy jobs such as course text, handbooks, and large volume handouts may require more than the normal 48 hours response time. Therefore, advanced coordination with the Quick Copy Service is a must.
 3. Systematized materials duplicated by the Quick Copy Service:
 - a. Systematized course materials for resale to students will be reproduced by the Quick Copy Service, as requested by the Barnes & Noble Manager or designee. To ensure these items are completed in ample time for resale to students, the Barnes & Noble Manager must request these items from the Quick Copy Service two (2) weeks prior to the date the items are to go on sale.
 - b. Materials to be duplicated will be printed as presented to the Quick Copy Service to ensure the desired quality. Each original should be clean, clear, and have dark (black) type. All pages will be numbered to ensure proper collation.
 - c. Covers/binders for material will be furnished by the Campus Shop when materials are requested.
- D. Carbonless Forms/Business Cards/Letterhead:
1. Requests for Business Cards will be completed on-line by the requestor and will be sent electronically to the printers and 500 cards will be provided to the requestor.
 2. All requests for carbonless forms, business cards and letterhead will be sent to the Office of Information Services for direct coordination by the originator/requestor.
 3. The originator will be responsible for:
 - a. Verifying copy/manuals have all the pages numbered and are reproducible.
 - b. Insuring copyright laws have not been violated. Questions concerning copyright laws should be referred to College Librarian.
 4. Allocation of Printing Services costs:
Quick copy costs will be allocated to in-house cost centers at the estimated cost per copy of \$0.02 per page – black and white and \$0.10 per page for color. Allocations will be charged monthly and will be reflected on Budget Status Reports.
- E. Brochures, Fliers and other Promotional Materials:
1. The need for and subsequent development of standardized brochures, fliers and promotional material will be coordinated through the Office of College Communications. Copy/brochure material that is designed for off-campus distribution will not be accepted by the Office of Information Services unless coordinated and approved by the Office of College Communications.

2. Sufficient preparation lead time must be planned by the originator to allow at least 5-7 working days for the drafting of copy, design and layout to be completed and/or approved by the Office of College Communications. Additional lead time must be planned to allow for printing and delivery of projects that are sent off-campus for printing.
 3. Before developing a brochure, requesters must contact the Office of College Communications for guidelines and suggestions for the format that best meets the needs of the department and best reflects the college's mission.
 4. For brochures, fliers, promotional materials or other print jobs that may not be completed in-house, South Carolina State Printing Guidelines will be followed to procure a commercial printer at the lowest possible bid. Departmental budget and project timeframe should be considered while planning the materials.
 5. Originator/requestor will be responsible for:
 - a. Contacting the Office of College Communications to begin the planning of promotional material and providing general purpose for piece.
 - b. Coordinating all copy draft, photo selection, etc. with the Office of College Communications.
 - c. Proofing all materials after processing through the Office of College Communications.
 - d. All promotional material processed through the Office of College Communications for in-house printing will be provided to the Print Shop in a camera-ready format with complete instructions on quantity, paper type, required date and originator/requestor.
- F. Printing Services will not provide service for non-college personal printing requirements of any kind.
- G. Imprinted supplies such as letterhead and envelopes will be available in Information Services. Customers may order these supplies on-line using the provided form on the college's Intranet.

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