

**SOUTH FLORIDA STATE COLLEGE  
ADMINISTRATIVE PROCEDURES**

**PROCEDURE NO.** 2090

**TITLE:** DEVELOPMENT OF ALL NON-CLASSROOM COLLEGE PUBLICATIONS

**BASED ON POLICY:** 2.09 COLLEGE PUBLICATIONS

**OFFICE OF PRIMARY RESPONSIBILITY:** PRESIDENT'S OFFICE/ COMMUNITY  
RELATIONS AND MARKETING

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I. Purpose:

To ensure that all South Florida State College (SFSC) print and electronic publications designed for public viewing (not instructional material) project the appropriate image of the institution to the public and that each SFSC instructional program develops and maintains a current brochure

II. Procedure:

A. Assignment of responsibilities

1. The director, institutional communications, as the president's designee, has the responsibility and authority to approve all print and electronic College publications (including brochures, handbooks, programs for entertainment events, promotional videos, and the website) designed for public viewing prior to their printing and/or dissemination. The director, institutional communications, will also monitor all College programs and activities to ensure that the deans/directors listed in A.2. below comply with their publications responsibilities.
2. The directors/deans of instructional, student services, learning resources, special programs, business and administrative services, and staff support sections are responsible for the development of all brochures, pamphlets, flyers, programs, and informational publications in their areas of responsibility. They will develop and maintain suitable and appropriate publications for each separately identifiable program within their areas of responsibility.
3. The director, institutional communications, is responsible for the actual printing of the publications covered by this procedure, including the layout and physical presentation.
4. Each area administrator is responsible for ensuring that this procedure is followed and that its purposes are fulfilled.

## B. Approval process

1. The director/dean responsible for the development of a publication will submit the publication to the director, institutional communications, in such detail and format as may be required.
2. The director, institutional communications, will either approve the publication as it is presented or confer with the appropriate director/dean about revisions or for more information.
3. Final changes as considered necessary will be made once the director, institutional communications, is satisfied with the appropriate dean/director's development of a publication.

The director, institutional communications, will make the final decision about where to have College publications printed and has the authority to use the College's bidding procedure to ensure the fulfillment of the responsibilities under this procedure, if necessary.

4. The printer shall produce a digital or hard copy proof of the publication and shall return it to the director, institutional communications, for final approval and the department of origin prior to printing. Only after the director, institutional communications, gives final approval of the proof shall the publication be printed.

**HISTORY: Last Revised: 03/18/2025**

**Adopted:** 5/17/85

**Reviewed:** 1/13/05, 4/29/08, 03/18/2025

**Revised:** 1/21/02, 9/7/10, 3/05/19