

3359-20-05.7 Publications, ~~and~~ promotional materials, and marketing channels.

(A) ~~Internal publications~~ Publications.

- (1) Internal publications are those materials which are not distributed in whole or part to the general public or off-campus. Internal publications include exams and other classroom materials, meeting notices and minutes, invitations, notepads and forms, and other materials which contain information solely for the university's internal audience.
- (2) As a general rule, notices of meetings of committees, faculties, clubs, honoraries and the like should not be individually duplicated but should be included in the university's university of Akron's "Calendar of Events," "~~UA Live,~~" and or "~~E-mail~~ Digest."
- (3) All internal and external publications, as well as their ~~typesetting and~~ printing, are handled through printing services except when university equipment cannot handle the printing. All ~~other~~ internal and external documents, including publications that cannot be handled by printing services, ~~which are larger than thirteen inches by seventeen and one-half inches or will cost more than three hundred and fifty dollars~~ are referred to the purchasing department which will award ~~awards~~ the job to a commercial printer consistent with Ohio law and applicable university purchasing policies ~~as determined by the lowest and best bid.~~
- ~~(4) Under the university regulations (and in accordance with Ohio law) the university can assume no liability for printing expenses except those incurred through the purchasing department.~~
- ~~(5)~~ (4) "The Calendar of Events" is maintained on the university of Akron website for public events, meetings, important dates, and deadlines.
- ~~(6)~~ (5) "The University of Akron Chronicle" is published monthly during the regular academic year and is available to all through the faculty senate website. It contains the minutes of the faculty senate and other official information regarding university matters.
- ~~(7)~~ (6) The "Digest" is a daily news feature, distributed electronically to faculty, staff, retirees (by request), the board of trustees, select media and other guests by the office of university communications and marketing. Items will be accepted for publication only when the university is directly involved in the activity through participation, sponsorship, or partnership with one of its recognized organizations, colleges, or departments. The university reserves the right to edit or to refuse to run any submission for any reason. The "Digest" is not, nor is it intended to be, a public

forum or a limited public forum.

~~(8)-(7)~~ "Zipmail," a compilation of announcements from student groups, is distributed electronically to students every Tuesday by the office of university communications and marketing. Items will be accepted for publication only when the university is directly involved in the activity through participation, sponsorship, or partnership with one of its recognized organizations, colleges, or departments. The university reserves the right to edit or to refuse to run a submission for any reason. "Zipmail" is not, nor is it intended to be, a public forum or a limited public forum.

~~(B) Internal publication documents.~~

~~(1) "The University of Akron Events" is maintained on the university of Akron web page for public events, meetings, important dates, and deadlines.~~

~~(2) "The University of Akron Chronicle" is published monthly during the regular~~

~~production. A sign-off sheet provided at the time of proofing details the responsibility/liability of the department/client for the content and design of the document.~~

(6) There is no charge to the client or originating department for services performed by the office of university communications and marketing. The cost for outside creative services such as copywriting, design, video production, and web design, will be estimated prior to starting any project and will be the sole responsibility of the client. Printing, whether completed by printing services on campus or an outside vendor, also will be charged to the originating department.

(7) University website. The office of university communications and marketing manages the university's official website (uakron.edu). Those seeking new web pages or edits to portions of the existing website must seek assistance or approval through the office of university communications and marketing before changes will be made.

(8) Mobile app. The "UA mobile app", the university's free smartphone app, is managed by the office of university communications and marketing.

(9) Social media. The office of university communications and marketing manages the university's main institutional social media channels to serve as the official voice of the university. Departments wishing to start a new social media account for their area must make a formal request through the office of university communications and marketing.

(10) Media relations. The production and distribution of media releases (other than from the department of athletics, E.J. Thomas Performing Arts Hall or the University of Akron Press) and the media coverage solicitation from the university must originate from the office of university communications and marketing, unless prior approval from the office is received. If a department receives an outside media inquiry or learns of media on campus, the office of university communications and marketing must be immediately notified to manage the request or visit, as appropriate.

~~(E)~~ (C) Academic publications.

Individuals wishing to publish textbooks, workbooks, or other similar publications may do so through commercial publishers. Individuals, groups, or departments wishing to publish learned journals or other periodicals may do the same. However, when university funds, whether from a departmental budget or from an outside grant to the university are to be used to pay for such publications, dealings with any commercial printer must originate with the purchasing department and must be handled according to established university purchasing procedures.

~~(E)~~ (D) University press.

(1) The purpose of "The University of Akron Press" is to support ~~intellectual inquiry~~ the

university's mission through the publication of scholarly and creative works.

- (2) The director of "~~the~~ The University of Akron Press" shall be selected for the position by the president or the president's designee. The director shall report to the dean of university libraries ~~senior vice president and provost and chief operating officer~~.
- (3) The editorial board of "The University of Akron Press" shall be composed of nine faculty members and the director (ex-officio). The terms of the faculty members shall be three years, ~~except that the initial appointments shall be made for staggered terms so that one third of the faculty members will rotate from the board every year.~~ The terms of the editorial board members may be renewable. The editorial board shall be selected by the president or the president's designee from a pool of candidates that have been vetted and approved by the editorial board.
- (4) General charge and guidelines.
 - (a) The editorial board of "The University of Akron Press" shall advise and consult with the director of the university press on the general publishing program of the press and shall seek to maintain the highest standards of excellence for all publications which bear the imprint of "The University of Akron Press."
 - (b) The following guidelines are established to enable "The University of Akron Press" to publish scholarly books of high quality, and to publish them well:
 - (i) The editorial board shall approve in advance all books and other publications published under the imprint of "The University of Akron Press."
 - (ii) The emphasis of the press is on the publication of new scholarship. However, the press also occasionally publishes textbooks, manuals, and other synthetic works, as well as translations, anthologies, field guides, reissues of out-of-print works, and books intended for a general, non-scholarly market; such works shall be consistent with high standards of scholarship, and shall be vetted by appropriate experts ~~senior scholars~~ in the same manner as original scholarly work, but judged by criteria that are appropriate to the genres.
 - ~~(iii) Whereas any non-university of Akron manuscript may be rejected by the press staff without recourse to the editorial board, a university of Akron faculty author has the option of insisting on an outside report, and the further option of appealing an adverse decision by the press staff to the editorial board. These faculty options apply only to book-length works of original scholarship, not to dissertations, reports, compilations, conference proceedings, edited works, translations, and the like.~~

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