

# SUL ROSS STATE UNIVERSITY

*A Member of the Texas State University System*

## **Departmental Brochures**

### **APM 2.18 (Reviewed 5/2012)**

- A. Definition of Departmental Brochure is a publication that defines the programs of a specific department or area and is designed specifically for the recruitment of students.
  
- B. Objectives of Departmental Brochures
  - 1. The primary objective of a departmental brochure is to present the respective department to potential University students in the best possible light.
  
  - 2. In order to achieve this objective, departmental brochures should include:
    - a. Employment and career opportunities listed, as appropriate, by degrees. This information should not be presented in narrative form.
  
    - b. Curriculum information listed by course title or general description. Course numbers will be omitted since the numbers have little meaning outside the University.
  
    - c. Information on student clubs or student organizations within the department. The narrative should include membership information and club activities.
  
    - d. Information pertaining to the region, community, and University. Where possible, this information should be related to the particular program represented by the brochure.
  
    - e. Other unique features or strengths of the department. This information could pertain to special laboratories or collections, teacher certification, applications of computers, etc.
  
    - f. A vertical cover design that lends itself to easy identification of the program and the University with the pertinent information located on the top half of the brochure cover. The brochure will be displayed in racks at various high schools and on tables at college

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day/night programs.

- g. A departmental mailing address and telephone number so prospective students can request additional information. Mail-back cards will not be included in departmental brochures.

## C. Procedural Guidelines

1. Departmental brochures will be inventoried and reviewed annually by the Office of Financial Assistance to determine the necessity of reprinting.
2. The Department Chair will be notified by the Director of Financial Assistance if the departmental brochure needs to be reprinted. A copy of the current brochure will be included with the notification.
3. The Department Chair will return the brochure to the Office of Financial Assistance within five working days with any necessary additions or deletions for preliminary approval. The News and Publications Office and the Office of Financial Assistance will assist the department with brochure preparation upon request.

When a new brochure is required, the department will be notified and will provide brochure copy within 10 working days. If copy is not received within 10 working days, the Financial Assistance Office, in conjunction with the News and Publications Office, will prepare brochure copy for submission to the department.

If the brochure copy is not returned to the Financial Assistance Office within 5 working days, the brochure copy will be submitted to the appropriate Executive Committee member for administrative action.

4. After preliminary approval is received:
  - a. If there are no major changes, the brochure is taken to the News and Publications Office by the Office of Financial Assistance for a final proof that is circulated and approved according to the University Publication Policy.
  - b. If there are major changes, the News and Publications Office will work with the Office of Financial Assistance in redesigning the publication. After the brochure is pasted up by the News and

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Publications Office, a final proof will be circulated according to the University Publication Policy.

- c. The final proof will be reviewed by the Department Chair, usually within one working day. According to the University Publication Policy, the brochure is then submitted for approval to the Office of Financial Assistance, the Office of the Vice President for Academic Affairs, and the President's Office.

## D. Printing Guidelines

1. Each departmental brochure will conform to the Guidelines and Printing Procedures for University Publications.

2. The following guidelines will apply to all departmental brochures:

- a. Suggested sizes:

8-1/2" X 11"

8-1/2" X 14"

Maximum sheet size - 11" X 17"

Minimum sheet size - 8-1/2" X 7-1/2"

Finished folded size - 3-3/8" X 9"

3-3/8" X 8-1/2"

- b. Stock: based on availability at the Print Shop and acceptability when used with pictures featuring people, i.e., green, goldenrod, or dark blue stock should never be used when a brochure contains pictures of people.

- c. Ink: black, brown, blue, green, or red  
Two-color printing to be spot color only.

- d. Pictures: to be chosen by the Department Chair

- e. Art Work: to be furnished by the Department Chair

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- f. Body Type: to be School Book or Souvenir No. 1; minimum type size to be 9 pt.
  - g. Headline Type: to be chosen by the Department Chair
3. The Office of Financial Assistance will receive departmental brochures after printing and will issue copies to the department for use as needed.
  4. Two copies of each departmental brochure are to be deposited with the Archives of the Big Bend. The News and Publications Office will be responsible for supplying the Archives with the necessary copies.