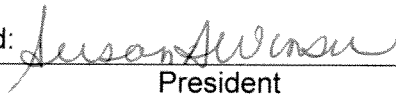
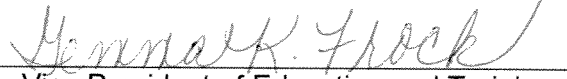


**AIKEN TECHNICAL COLLEGE
PROCEDURE**

Procedure Title:	PUBLICATIONS AND PROMOTIONAL ITEMS	Procedure Number:	2-4-104.1
Institutional Authority:	Vice President Education and Training		
Associated SBTCE Policy/Procedure:			
Governing ATC Policy:	2-4-104		

Approved:


President


Vice President of Education and Training

Date

Adopted: 07/01/2004

Date

Revised: 02/10/2009

The following procedures will apply:

1. The Marketing and Public Relations Office will approve all publications and promotional items intended for promotional use, external distribution or distribution to the student body, with the exception of academic classroom material.
 - The Marketing and Public Relations Office will approve publications and promotional items in the initial planning stages.
 - The Marketing and Public Relations Office will designate layout and design criteria, including an approved template. Photos to be used in publications will also be approved by the Marketing and Public Relations Office.
 - The Marketing and Public Relations Office will edit materials prior to publication. On major publications, an Editing Committee will edit for grammar, consistency, content and adherence to Southern Associations of Colleges and Schools (SACS) requirements.
 - The Marketing and Public Relations Office will approve the final version of a publication or promotional item in writing.
2. A final copy of the publication or promotional item must be given to the Marketing and Public Relations Office for the College archives.

Procedure Review		
Review Date	Reviewed By	Date Completed
07/01/2007		
02/10/2012		