

College of Marin Communications & Community
Relations Department

Guide to Publications Standards



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Introduction

The Communications and Community Relations Department covers a broad range of areas, including marketing, advertising, publicity, public relations, public information, web, graphics, copying and print publications. The Reprographics, Graphic Design, Web Design, and Mail Room departments also fall within the purview of the Communications and Community Relations Department. The Director's office is located in the Administration Center, Room 104. The Reprographics, Graphics, Web and Mail Offices are located in the Learning Resources Center, Room 70.

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Communications & Community Relations Department

Roles and Responsibilities

The Communications and Community Relations Department encompasses a broad range of functions. These functions play an important part in the overall success of the College of Marin. Some of the roles and responsibilities include:

- Supporting enrollment growth through greater visibility in the community.
- Promoting a positive, professional and consistent representation of COM through various media outlets and publications.
- Enhancing the positive image of College of Marin with its diverse audiences.
- Supporting and reinforcing COM's major recruitment themes, ensuring that these messages are communicated as effectively and efficiently as possible.
- Informing the communities served by COM of the wide variety of programs, both academic and cultural, as well as the many support services offered at College of Marin.
- Providing high-level, high-quality service to the staff and faculty of COM to service publishing and promotional needs.

This is accomplished through media, community and public relations, creating and placing paid advertisements, and producing publications and promotional collateral for students, prospective students, staff, and the people who influence the decisions of students of all ages (parents, spouses, employers, guidance counselors, etc.). We work closely with almost every office, department, and division on campus to develop plans to promote College of Marin news, events, or programs; to generate ideas for reaching a target audience; to gather pertinent and accurate information; and to pursue an avenue to communicate the message (through ads, publications, events, or media releases).

Themes

Whether it is through a paid advertisement, a brochure, a postcard, the class schedule, or a news release to the media, the majority of COM communications focuses on and reinforces one or more of the following themes:

- College of Marin provides a high-quality and affordable educational experience.
- College of Marin faculty and staff provide students with personal attention.
- College of Marin offers guaranteed admission to the University of California and California State University systems
- Affordable enrollment fees
- College of Marin's curriculum is equivalent to freshman and sophomore years at the University of California or California State University
- College of Marin offers short term job training programs
- Students benefit from small class sizes
- University-caliber faculty teach at College of Marin
- Excellent counseling and support services are available
- College of Marin has two beautiful campuses. One in Kentfield and the and the Indian Valley Campus is located in Novato
- College of Marin is fully accredited

We consider each COM office that requests our assistance a "client." Our goal is to build partnerships of shared responsibilities in order to facilitate timely, positive, and effective communications.

This booklet is intended to enhance that partnership by providing valuable information and procedures for creating publications and promotional materials. We offer the following guidelines to help clarify our roles as we work with you to develop effective and professionally produced publications. We look forward to working together.

Publications Standards

The Communications and Community Relations Department designs and prints a variety of projects, ranging from black and white photocopying to four color print production. We produce several thousand projects per academic year, and offer a wide variety of products and services to College of Marin, including award-winning publications. The department has received regional and national recognition from prestigious organizations like the Community Colleges Public Relations Organization (CCPRO), the National Council for Marketing and Public Relations, Dalton Pen, MarCom, Communicator, and the Davey Awards.

Some of the publications produced by the department are:

- COM Catalog
- Credit/ Noncredit Class Schedules
- Community Education Class Schedules
- Departmental brochures
- Flyers
- Posters
- Mailers
- Postcards
- Signs and banners
- Business cards
- Forms
- Stationary
- Programs
- Newsletters
- Exams
- Syllabi and workbooks
- Class materials
- Invitations
- Tickets
- Student Handbook
- President's Office newsletter and weekly briefings
- Commencement program
- Certificates and diplomas
- Foundation awards program and annual newsletter

- College of Marin Annual Report
- Board packets and materials
- Print advertisement design and production
- Campus Directory
- Radio and Television advertising design and production
- IVC Schedule of class listings
- Self Study Report
- Annual Budget
- Union Contracts
- Tax forms and envelopes
- Reminder to Register postcards
- Priority Registration letters

Our Commitment to You

We are committed to producing publications that are well written, well designed, flawlessly printed, and successful in their intent. Our goal is to work with you as a client, sharing responsibilities, to produce an attractive, informative publication in a timely and cost-efficient manner.

Your Input Matters

Outreach materials help shape public opinion of College of Marin. We coordinate visual and editorial consistency in official COM publications. We welcome input from our clients; however, in the final analysis, we must make final determinations in the areas of writing, editing, proofing, design, and photography to ensure proper branding and identity guidelines are followed. Although your input is valuable to us in reaching target audiences and conveying the appropriate message for your publication.

Planning Ahead is Key

The creation and production of effective and attractive publications is a time-consuming process. New publications like brochures and postcards can take **six to ten weeks** to create and print, as well as major revisions to existing publications. Even minor revisions may take **two to eight weeks** depending on the time of year and our production schedule. Determining factors include the length of copy, editorial work required, complexity of design, type of printing required, the readability and accuracy of submissions received, and workloads of all participants involved, including the Reprographics staff, the graphic designers, and if necessary, outside vendors.

Due to the volume and scope of COM's publications, we may use the service of outside firms for designing or printing major publications. We maintain the lead role during this phase, oversee the entire process, and offer first right of refusal to our in-house staff. But this may add extra time as we must coordinate with those vendors to fit their production schedules. In addition, client delays and major changes to the original material may delay receipt of the printed publication.

So planning ahead is key! We are charged with communicating COM's messages to both an internal and external audience. Those publications serving the primary goals of the institution will require careful planning and execution. In general, publications that directly contribute to the recruitment functions of College of Marin meet these criteria.

Every effort is made to produce each publication in a timely, efficient manner and occasionally projects such as the Catalog or course schedules must take precedence.

So it is highly recommended that all publications be planned as far in advance as possible. Providing advance notice to us of upcoming projects, even if all the details or pieces are not fully in place, allows us to reserve a spot for your job in our very tight production schedule.

Avoid “Rush” Jobs

It is important that you plan your new publication well in advance of the desired delivery date. Please keep in mind that bumping scheduled projects for “rush” publications disrupts everyone, including Reprographics, graphics, outside vendors, and other departments who may have projects awaiting design or printing. Unfortunately, when individuals request a “rush” publication (and circumstances dictate that it cannot be produced at a later date), it may cause your colleagues’ projects to be pushed back and cause delays for them, as well as heighten the risk for errors because of the rushed time frame. Planning ahead and following the steps below can ensure a smooth process in development and delivery of a new publication.

Mailed Pieces Need More Time

In general, any project that will require mail distribution will require very advanced planning and more time than usual. Bulk mail can take anywhere from a **few days to two weeks** to be delivered by the Postal Service, so event notices or other pieces that are date sensitive should be sent out at least 21 to 30 days prior to the event to have time to reach the appropriate audience. Bulk mail pieces also require a special permit be placed on the piece and have special design regulations on the mailing section of the document. Please see our section on Mail Guidelines for information on how to prepare your mailings.

COM Identity and Logos

There is only one Board-approved College of Marin logo configuration with acceptable color and style variations. It is used on official external communications that represent College of Marin. Department or division logos cannot be used because they conflict with the COM approved identity. Electronic copies of the logo configuration in various styles and sizes are available from the department.

The logo style and color should not be resized or reshaped in forms or other publications. If you require the addition of the logo to your document, please submit it for approved implementation to the

department using a Request for Design for Layout and Print form. Please do not distort the logo by elongating or compressing it on documents in either direction. This reflects on the College and conflicts with approved and consistent identity guidelines.

Sending a Text File

Please send text via an email attachment (or saved on CD or DVD) in Microsoft Word or PDF format. If you do not have MS Word, send it as a text only (.txt) or rich text (.rtf) file.

Photography

We welcome your ideas for photographs (e.g., students in a classroom setting, displaying their science projects, assisting a local food drive, etc.) to be used in upcoming official COM publications, advertisements, or media releases. Please call us in advance and provide the date, time, location, and name of subject or individual to be photographed so we can determine scheduling if possible.

The primary role of photography is to support the official COM publications, media relations, and advertisements generated from our office. Therefore, it is important that all requests for photography—whatever they may be—come through the Communications and Community Relations Department so we can prioritize and choose requests based on approved design standards and the appropriateness of the photographs to the overall piece.

We have begun building a very extensive library of photographs of College of Marin staff, students and environments that we can utilize free of charge for many applications. If necessary, we can arrange for a professional photo shoot or purchase stock art. However, the convenience and low cost of our library makes using the library a very attractive and time saving option. We will offer choices of appropriate images for your consideration.

The College photo repository is located at:

http://www.marin.edu/departments/CCR/COM_photo_repository.htm

Because of the time constraints involved with the volume of official publications, media releases, and advertisements, we cannot guarantee that all requests will be filled but we will do our best to accommodate your requests.

President’s Monday Briefing

The department writes, edits, designs and prints the weekly President’s Monday Briefing. It features COM events, news, and features. The COM newsletter is distributed to faculty, staff, media, and friends of COM. We welcome your submissions about COM activities, events, clubs, students, and faculty and staff accomplishments. To submit a news or story idea, email Cathy Summa-Wolfe at cathy.summawolfe@marin.edu.

Department Directory

The Communications and Community Relations Department creates and publishes the College of Marin Department Directory. If you have updates or changes, please contact the Assistant to the Director.

Nondiscrimination Statement

This statement must be included on all college publications. The official nondiscrimination statement of College of Marin is:

Equal Opportunity Statement

The Marin Community College District is committed by policy not to discriminate on the basis of, or the perception of race, ethnic group identification, ancestry, color, religion, age, gender, national origin, sexual orientation, disability (mental or physical), marital status, medical condition (cancer, genetic characteristics, or pregnancy), and status as a veteran, in any of its educational and employment programs and activities, its policies, practices and procedures.

Creating a New Publication

We want to provide you with the highest quality product and service. Publications are produced in stages. The creation and production of professional, effective and attractive publications is an exacting process. New publications like brochures and postcards can take **six to ten weeks** to create and print, as can major revisions to existing publications. Even minor revisions to existing publications may take **two to eight weeks** depending on the time of year and our production schedule. Determining factors include the length of copy, editorial work required, complexity of design, photography, type of printing required, and other projects that are in the production queue. At each stage it is critical that deadlines are met in order to ensure that the final product will be completed and distributed by the required date. Failure to meet deadlines or to adhere to agreed timelines may impact the entire production schedule and may delay delivery of your publication.

Step 1: Planning

The first step in any project that may involve great expenditure of time and resources is to investigate, evaluate, and plan. Please consider the following before submitting a request:

1. What is your budget for this project?
2. What are the specific details regarding the program or activity, including dates, times, locations, costs, panelists/faculty, participants, etc.?
3. Who is your target audience? Who are you trying to reach?
4. What is the core purpose of your publication? Inform? Fundraising? Attendance? Increase enrollment?
5. How many copies of the publication will be needed?
6. How will it be distributed? This is very important. Is it an internal or external document? Will it be Mailed? Campus-wide? County-wide? Who will distribute the publication? How will it be displayed if it is sent to other schools or businesses?
7. If the publication is used to promote a course/program, what will those who complete the course/program be qualified to do? Are there professional and/ or employment opportunities?

8. What type of artwork would you like? Think about images or concepts you wish to convey. What type of mood or feeling would you like to see? Serious? Fun? Dark? Light?
9. What is your objective? Can you achieve it with a different type of publication, means of communication, or no publication at all?
10. When will the publication be needed?
11. How much was budgeted for its production?
12. Should it have a theme?
13. Are there other offices or individuals who you may want to have contribute copy or information that should be included in the publication and its planning?
14. Has this project been coordinated with and approved by your department head, dean, manager or chair to insure consistency within the department and best use of resources to promote particular areas?

Step 2: Complete a Request for Design & Layout for Print Form

Once you have answered the above questions and decided that a new publication is needed, we ask that you complete a **Request for Design & Layout for Print Form** found in Reprographics. Before production can begin your dean and the Vice President of Student Learning must approve and sign the request form. Do your best to include as much information as possible.

When we receive the completed form, we will assign a graphic designer, who will schedule a planning meeting with you. The designer will develop a production schedule for each phase of the publication that includes photography or artwork review and scheduling (if needed), paper choices, copy delivery date, proof cycles, and dates for printing in Reprographics.

During the intake meeting, you can share your thoughts and goals, review concept ideas, and work with us to plan the production schedule. If you have examples of other publications that you like (even if they are not for an academic institution), please bring them to the meeting. They can help spark ideas for your publication. At this stage, your role as “client” is established. From this point forward, you will be the point person responsible for ensuring the accuracy of content, seeking approvals

from all offices or individuals who are impacted by the publication, and facilitating the smooth process of production stages. You may be asked to contribute copy, artwork, or materials; or to proofread and return a draft by specific dates.

If you, as a client, anticipate that you may not be able to meet a set deadline, please notify us as soon as possible, preferably before the deadline date. Advance notice will allow us to plan accordingly and revise the production schedule and final due date accordingly.

Step 3: Begin assembling and preparing the content of the publication

In some cases you may be asked to submit copy for inclusion in a new publication. Copy should be submitted as a **text file saved to a CD or emailed to the designer as a PDF or Word file**. It is better to submit more information than is required, because this enables us to “see the bigger picture” and make informed editorial decisions. There will be ample opportunity to review the copy during this step of the process.

In some cases, we may write copy and have you proof what was written. This is your opportunity to make any changes to the copy, verify all dates/locations, correct spelling of names, etc. **Making changes at later stages can be costly to the College and inefficient, so it is essential that any and all content changes are complete and accurate during this stage of the process.** If other individuals or offices must approve your submission, make sure they have reviewed and approved all content before it is forwarded to us.

In addition to preparing the copy, it may be necessary to discuss and choose photos, illustrations, and/or graphics. We will work with you during this process and will certainly welcome and encourage your suggestions. We are responsible for ensuring that appropriate images are being projected in official COM publications; therefore, we reserve the right to make final decisions.

Step 4: Design phase begins

Once all copy, illustrations, and photos have been reviewed, proofread, and approved, it is time to begin designing your publication. The graphic designer assigned to your project will work with you closely during this phase. The designer may review various artwork ideas and concepts during this phase, offering choices and ideas based on your original concepts. If necessary, photography sessions will be arranged during this time.

Step 5: Proof review

The designer will send you a copy of the first draft for your review, at which time you will check one more time for accuracy of content, and sign off on and date the proof approval slip indicating your approval.

We will be responsible for ensuring that the text of the publication flows properly and will check for typos and layout errors. You are responsible for ensuring that all factual information is correct, including correct spelling of names, dates, fees, course titles, etc. If you provided the copy to us, be sure that everyone who needs to approve the material has carefully reviewed it and offered their feedback before you return the proof. Your promptness in proofreading will help ensure that your publication will be delivered by the established due date. The designer will provide you with a return date for the proof, which is instrumental in keeping production deadlines.

Usually, a second proof cycle will occur if any changes are needed. **At this stage of the publication, there should be no major copy or artwork changes unless something factual has changed between the time you reviewed the copy with us at Step 3 and this stage of the production (e.g., the title of the course or the fee).** Major changes at this point will cause a delay in production and ultimately a delay in the delivery of the publication.

We do our best to build in ample time for proofing; however, if previous deadlines have been missed, it will affect the amount of time available for the proofing process. For example, a proofing timeline of one week might

necessarily have to be shortened to two days to make up for a missed deadline earlier in the process. This is especially true when the copy is being presented to several parties and one or two of them are very late in returning the copy to us.

At this stage, please try to avoid changing the wording of sentences, order of the sections, or adding and deleting copy when you proofread unless absolutely necessary. Any corrections of this nature should have been done previous to this stage in the process. Typically, outside firms charge their clients a fee for the time it takes to make such changes (\$25-\$1,000 depending on the number of changes requested), and even the most minor changes can quickly add up to a major sum, throwing a project over budget and over deadline. If we are formatting the publication, we will obviously not charge you for the extra time to input the changes; however, delays in your project due to these changes may impact the final delivery date of your publication, as well as the production schedules of projects we handle for other offices. For this reason, it is critical that information be proofread and verified before it is submitted to us.

Step 6: Final OK

By signing the Proof Approval slip, you acknowledge that you have carefully reviewed the draft proof and verified that all of the information included is accurate and up-to-date. Once your approved project has been received, we will take any and all necessary steps to complete the project and issue the final authorization for printing.

Step 7: Print production

Depending upon the scope of the project, it may take **one to several weeks** for the printing, collating, binding, and finishing process to be completed. If the publication requires “match prints” or bluelines, they will be reviewed by the department —and in certain cases, the client. The designer and/or director will give final approval to the Reprographics department.

These proofs allow us to check for printer errors. **Changes should not be made at this point unless absolutely essential as they can be very costly, requiring the creation of another, corrected set of**

printing negatives and plates. This extra step will almost always impact delivery deadlines as well.

Step 8: Distribution of publications

It is important that we are aware of your desired method of distribution from the beginning of the process. Mailings require many special advance arrangements, depending on the project. Campus-wide or county distributions also require paperwork and planning so please think through your method and inform us as soon as possible so we can best serve your distribution needs.

Revising an Existing Publication

From time to time, existing publications require new information or changes.

Minor Changes

If your changes are minor—from one word to a few sentences in length—simply enter the change in red or blue pen ink on the original that you are submitting. Please print legibly and clearly. You need to fill out a **Request for Design for Layout and Print form** and include the marked original. Usually no intake meetings are necessary for minor changes but the designer will contact you if there are any questions. You will also receive a proof to verify the correctness of the changes. After you approve the proof, your job will be printed and distributed per your requirements.

Major Changes

Major changes (those that are longer than a few sentences) should be submitted as a text file saved to a CD or DVD or via an email attachment to the assigned designer. Please fill out the **Request for Design for Layout and Print form**, and you will be contacted to arrange for submission of the file. On an original that you are submitting for revision, indicate where the change should be placed by crossing out all old information and writing “See disk, file named: (name of file).” An intake meeting may or may not be necessary, depending on the nature and scope of the work.

New Projects

Please follow the steps above under **Creating A New Publication**.

COM Website

The Communications and Community Relations Department oversees the graphic elements and design of the COM website. The College of Marin is currently piloting Contribute, software that will give end users access to edit web page content and create new official web pages. Licenses cost about \$40 each and can be charged to your department, budget permitting. Some licenses may be available through the pilot.

As a member of the College of Marin’s Contribute User’s Pilot Project, end users must agree to abide by the terms of an acceptable use agreement. These terms govern access to and use of Contribute software to publish information to COM’s website.

Web Publishing General Guidelines

Understand that your name and email address, and your supervisor's name, will be posted on your webpage. Also, the date of your last update will be posted on your webpage. Here are some helpful guidelines for your webpage.

- DO — Express yourself in language and usage that is appropriate to a broad public audience of potential readers/viewers.
- DO — Think twice about what information you give out about yourself (e.g. campus or home address, photos, phone numbers, etc.). Remember that your information will be available world-wide!
- DON'T — Post information (text, photos or graphics) unless you are the owner or have the permission of the owner. Specifically DON'T use copyrighted materials without permission. COM logo and seal may not be used on student pages but may be used on faculty and staff pages, which relate primarily to their professional roles at COM.
- DON'T — Post a photo of anyone without permission. If you are publishing a student's photo, you must have them sign a Photo Release Form, available in the Communications and Community Relations Department.
- DON'T — Use obscene or intolerant language, or similarly offensive graphic or video images, inappropriate for electronic and all other forms of discourse. The determination of what is obscene, offensive, or intolerant is within the sole discretion of the College of Marin.
- DON'T — Link to pages and sites that you know would not meet these guidelines.
- DON'T — Use your pages for commercial, for-profit enterprises, except as permitted by College of Marin policy.

Reprographics Department

College of Marin has its own in-house Reprographics Department which provides complete copying and printing services to administrators, faculty, and staff. The department produces approximately four million copies and hundreds of offset print projects per year. We offer a full range of one to four color offset printing, full service black and white copying, color copying and complete finishing and bindery service.

Location and Hours of Service

The Reprographics Department is located in the Learning Resource Center, Room #70, across from the College of Marin Bookstore. The Reprographics office is open during regular weekday hours, Monday through Friday 8:00 a.m. to 4:30 p.m.

We offer after-hours drop off and pickup in the Mail Room during nights and weekends. Forms are available in the Mail Room and jobs may be placed inside the marked mailbox on the table in the center of the room. They will be processed the following morning. If you require after-hours pickup, please indicate so on your Request Form and your job will be left on the counter in the Mail Room or in your Mailbox as requested.

Turnaround Time

Due to the large volume of production in the department, the turnaround time for basic black and white or color copying jobs is usually three working days. For jobs from IVC sent through campus interoffice mail, please allow four working days if possible. The exact date available for job completion is posted in Reprographics each day. Occasionally during extremely busy times we are forced to extend the turnaround time and we attempt to meet all deadlines as best we can.

Exceptions to the turnaround time can be made for final exams or emergencies but please try to plan ahead. We will do our best to accommodate your needs.

For offset printing, please refer to the guidelines for Publications. Printed material can take several weeks until the design/production process is complete. Please follow the procedures in this manual to ensure timely delivery of your projects.

Equipment

Currently, we have the following machines:

- Xerox Nuvera 100 - Black and white high-speed copier
- Xerox DocuColor 12 Color Copier - Short run color copies on text and cover stock
- AB Dick 9995 - Full color printing press
- AB Dick 360 Duplicator - Envelope and short run printer
- Epson Stylus Pro 7600 - Banner and sign maker
- GBC Binder - Spiral comb binding up to 2" in width
- Fastback Tape Binder - Tape binding on documents up to 3". Features include spine and cover printing.
- Titan 265 Paper Cutter
- Martin Yale 959 Folder

Pricing

The pricing in the Reprographics Department is generally just a slight margin above cost to cover our expenses. Labor is not charged at any time. We may adjust pricing to reflect fluctuations in supplies and paper; however, we will do our best to keep these changes to a minimum. For more specific pricing for printing and special paper stock, please inquire for a quote.

Satellite Photocopiers

There are several walk up copiers located on both campuses for use by staff and faculty. Kentfield copiers are located in the Kentfield Mail Room, Harlan Center and the Science Center. For problems or issues with these copiers, please contact Reprographics. IVC copiers are located in the IVC Mail Room and Ohlone Hall. For problems or issues with these copiers, please contact the Purchasing Department at IVC.

Please note that these machines are to be used only for small jobs requiring less than 25 copies, or in cases of a rare emergency.

The cost of the copies on these machines is considerably higher than the copiers in Reprographics, so please make every attempt to plan ahead and utilize our in-house service.

Black and White and Color Copying Procedures

1. Fill out a Print Request form available in Reprographics or in the IVC Mail Room.
2. Be sure to specify the details of your job on the order form.
3. There is a 3-day turnaround for copying in Reprographics. We make exceptions for midterms and finals or emergencies if possible. If your job requires graphic work or extensive changes, the turnaround time will increase. Please allow for up to ten weeks if you are creating a project from scratch and see Creating a Publication in this handbook for details.
4. Kentfield Campus: Turn your job in at the basket on the counter in Reprographics. It will be ready at 8 a.m. the morning of the due date on the table in front of the Reprographics counter.
5. Indian Valley Campus: Place in outgoing interoffice mail for courier delivery. We will send your job back through interoffice mail with the courier on the morning of the due date.
6. After Hours Service: We have a small mailbox in the Mail Room for after-hours drop off of copying jobs. If you would like us to leave your job in the Mail Room or in your mailbox for after hours pick up, please indicate this on your printing request form.

Offset Printing and Graphics

All printing and graphics jobs will be coordinated and supervised by the Director of Communications and Community Relations and the Reprographics Supervisor. Please see the previous chapters on Publications for information on requesting design and print publications.

Business Cards

Every employee at the College of Marin is entitled to order business cards.

- Please fill out a Business Card Request form available in Reprographics or in the IVC Mailroom.
- After you send your order to Reprographics, it will be processed as soon as possible. Generally, turnaround time is about three weeks.

You will receive a proof of your card in your Mail Box. Please check it over and sign it as soon as possible. Return the proof to Janice Goucher, Graphic Design. We cannot begin printing of your order until we receive your signed proof so be sure to look for it.

- Your order will be printed and placed on the front counter when finished or sent to IVC via the courier.

Paper, Envelopes, and Supplies

COM provides general letterhead and envelopes for departmental use. We also provide white copy paper for your printers or departmental copiers. Please fill out a Print Request form for any letterhead, copy paper, or envelopes and turn in to Reprographics. These materials are for college use only and are expensed out of the duplicating budget that is shared by all departments. Please limit your use to what is appropriate for college use.

Signs and Banners

Fill out a Request for Design & Layout for Print Form and turn in to Reprographics for processing. Please provide concise and clear information that can be read by passing motorists from a distance. Banners generally are 2 feet by 6 feet long. Signs can be made to size, but please indicate your preference. Turnaround time is usually within one week.

It is the responsibility of each department to place and remove banners from Sir Francis Drake or signs that are posted around the college. Please be sure to remove all signs and banners once your event or need expires. If you require grommets to hang your banner, please fill out a Work Order Form and send to Maintenance and Operations for processing.

Paper Selection and going “green”

In keeping with the mission of COM to go “green,” the department is now using a complete line of recycled papers and stocks for all projects.

All black and white documents are copied on recycled 20 lb. white paper, double-sided (unless specified otherwise). We stock a selection of recycled colored paper in both bond and cover weights. Astrobrights and other colors and weights are available by special order but are somewhat limited depending on the size of your request. Please check with us about your needs and we will be happy to help or make suggestions.

All color copying is done on recycled laser white bond and laser white cover stock. Printed materials such as brochures, flyers, and business cards use appropriate recycled stock depending on the project.

Copyrights on Syllabi and Workbooks

When using material from other sources for Syllabi or Workbooks that are to be printed and sold in the College of Marin Bookstore, it is necessary to acquire written permission from the book or magazine publisher before your job can be printed. There are no exceptions to this rule, including limited or fair use. Recently, publishers have become very strict about use and the College has adopted this policy in order to avoid any legal issues regarding material. Please contact the Reprographics Supervisor if you have any questions.

Billing and Budgets

The Reprographics department budget houses a lump sum duplicating fund for all departments, with the exception of certain departments or campus organizations. Each time you order a job, it is priced and invoiced to your department budget. Each budget is allocated a certain amount of funds each fiscal year. These balances are maintained and monitored by your department dean, who receives statements of each department’s spending for that month. Charge backs are also billed monthly for appropriate departments or organizations. If you have any questions about your budget or statements, please contact the Reprographics Supervisor.

At Your Service

We are here to serve the management, staff, and faculty of the College of Marin. Please know that we are dedicated to doing our best to offer you efficient, timely, and high-quality service. We have an excellent record of meeting deadlines and processing large volumes of work quickly and accurately. If you are concerned about deadlines, production quality, customer service, or any other issues, we are always here to listen and help. Feel free to contact the Reprographics Supervisor anytime with your questions and concerns.

Mail Room Guidelines and Information

Mail Services at the College of Marin include U.S. Mail, bulk mail, and interoffice mail for COM.

Location and Hours of Service

The Kentfield Mail Room is open during regular weekday hours, Monday through Friday 8:00 a.m. to 4:30 p.m. It is also open after-hours for your convenience, secured by a password combination. Please see your department administrative assistant or contact Reprographics to obtain the password. The number will be changed periodically to guarantee security.

The IVC Mail Room is located in AS 127. It is not under the direction of the Communications and Community Relations department. Please contact the IVC Admissions and Records Department if you need assistance regarding the IVC Mail Room or boxes.

U.S. Mail

Our Mail Room processes all incoming and outgoing U.S. Postal Service mail for IVC and Kentfield. Incoming mail is picked up each morning at the Post Office and processed by early afternoon. Outgoing mail is processed at 3:00 p.m. and is sent out by 3:30 p.m. Please have your mail in the Mail Room before 3:00 p.m. if you wish it sent out that day. We offer first class, postcard rates, certified, delivery confirmation and media mail services.

For overnight delivery, we provide U.S. Postal Service Priority and Express mail service. If you would like to use other carriers such as Fed Ex or UPS, please make arrangements with the Maintenance and Operations Department or directly with the vendor. The Mail Room does not provide these services.

Interoffice Mail

We process interoffice mail from IVC to Kentfield. **If you have mail**

that needs to be delivered to IVC, please bring it to the Mail Room before 9:00 a.m. to guarantee timely delivery. The courier run leaves Kentfield each day at **9:30 a.m. sharp.**

Mail is delivered and distributed each morning at **IVC at approximately 10:00 to 10:30 a.m.** The Courier picks up outgoing U.S. mail and interoffice mail each day from IVC and delivers them to Kentfield for processing at approximately 12 noon.

The College Courier is under the purview of the Maintenance and Operations department, not the Mail Room. If you have any questions regarding courier runs or interoffice mail, please contact the M&O department.

Distribution

We distribute interoffice and U.S. Postal service mail each day as quickly as time will allow. However, memos, flyers, interdepartmental mail or other material that need to be placed in mailboxes are the responsibility of each department. Please check with Reprographics before placing anything in the Mail Boxes, as there are policies and regulations regarding distribution of material.

Packages

The Mail Room only processes packages sent or received through the U.S. Postal service. Packages through other vendors, such as Federal Express or UPS, fall under the purview of the **Shipping and Receiving/Maintenance and Operations department.** However, small UPS or Fed Ex packages may be left in the mailroom for pickup by couriers. You must provide the appropriate account numbers and/or prepaid shipping labels for your package and call the vendor for pickup. The Mail Room does not provide account numbers for these vendors or arrange for pickup. The Shipping and Receiving department delivers packages to the Mail Room and distributes them into mailboxes. All incoming packages that are too large for mailboxes are placed behind the counter in Reprographics or delivered to appropriate department assistants or staff members. A pick up slip will be placed in your mailbox notifying you that you have a package if it is waiting in Reprographics.

Bulk Mail

For all mailings of 200 pieces or more, we highly recommend bulk mail. The cost savings is approximately 50% less and unless you have a very time sensitive piece, it is an effective way to mail large quantities for low cost.

Bulk mail piece design is very precise so please consult with us if you require bulk mailing for your publication. The U.S. Postal Service mandates special addressing and design requirements for bulk mail. Failure to correctly implement these requirements can cause your piece to be rejected by the post office.

The U.S. Postal Service has instituted **new procedures for bulk mail.** Each bulk mailing should be prepared according to these very specific instructions. Please be aware that the Post Office can hold bulk mailings for up to two weeks, so time sensitive material should be prepared well in advance. Reprographics will prepare the paperwork necessary for your mailing but we ask that you provide pieces sorted according to postal standards, along with a count of each zip code sort.

Please prepare your mailing as described below.

Bulk Mail Preparation

1. Minimum number of letters per mailing: 200 identical weight pieces.
2. Pick up mailing trays from Reprographics department. If you will require a large number of trays, please request them in advance.
3. Sort pieces according to zip codes. Make trays of all zip codes beginning with 949 – you do not have to rubberband or arrange sequentially. Make sure they are upright and face the front of the tray that has the label holder on it. Keep these separate from other pieces. Take a count of all the 949 pieces.
4. Next, separate all mail that starts with the following first three digit zip codes: 940, 941, 943, 944, 954, 955. Rubberband these all together and place in separate trays as described above. Take a count of all of these pieces.

5. Separate all remaining mail; rubberband as one and place in separate trays. Take a count of all of these pieces.
6. Prepare written list of counts of all 949's, and each of the rubberbanded groups. Also add total of all pieces to list.
7. Bring trays and list of counts to Reprographics for processing.

Mail boxes

Faculty members, administrators, and departments have boxes in Reprographics. They are coded by color and arranged by area. Mailboxes are assigned and created each semester based on the list we receive from Human Resources. If you are unable to locate your box or cannot find it, please ask a Mail Room clerk.

Administrators and faculty have individual mailboxes. Staff mail is generally received in each department box. Space is at a premium in the Mail Room. We will do our best to accommodate your needs. IVC mailboxes are managed and maintained by the IVC Admissions and Records Department. If you require a box, please contact them directly.

Please refrain from creating your own labels and never deface another label. If you need help, please contact someone in the Reprographics department.

Mail Room policy regarding distribution and posting

Please keep in mind that the **mailboxes are for COM related business only**. Board policy prohibits posting or distributing political or unrelated material anywhere in the Mail Room or in the mailboxes at any time. We reserve the right to remove items that are not related to COM business or that are inappropriate for posting or distribution.

At Your Service

The Communications and Community Relations Department strives to provide exceptional service and publications. If you have questions about any of the guidelines outlined in this booklet or any other matter regarding Publications or Communications and Community Relations, please call Cathy Summa-Wolfe at 485-9582 or Annie Ricciuti at 485-9393.

We appreciate your participation in the process and welcome comments from faculty, staff and students. This guide is a working document that will continue to evolve. We hope it will provide information to inspire creativity and help develop a consistent brand identity for the college. Your support is always appreciated. We look forward to working with you.

Suggestions or Comments?

We constantly strive to improve and upgrade our operation. Please feel free to offer any ideas or suggestions you might have to help us serve you better. We look forward to working with you.

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College of Marin is fully accredited by WASC and serves approximately 9000 credit and noncredit students per semester. The college is committed by policy not to discriminate on the basis of, or the perception of, race, ethnic group identification, ancestry, color, religion, age, gender, national origin, sexual orientation, disability (mental or physical), marital status, medical condition (cancer, genetic characteristics, or pregnancy), and status as a veteran in any of its educational and employment programs and activities, or in its policies, practices and procedures.

