



**YOUNGSTOWN
STATE
UNIVERSITY**

**RESOLUTION TO MODIFY
UNIVERSITY PUBLICATIONS POLICY 3356-5-11**

WHEREAS, University Policies are being reviewed and reconceptualized on an ongoing basis; and

WHEREAS, this process can result in the modification of existing policies, the creation of new policies, or the deletion of policies no longer needed; and

WHEREAS, action is required by the Board of Trustees prior to replacing and/or implementing modified or newly created policies, or to rescind existing policies.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Youngstown State University does hereby approve the modification of the University Policy stated above and attached hereto.

**Board of Trustees Meeting
September 17, 2025
YR 2026-47**

3356-5-11 University publications.

Responsible Division/Office: Marketing and Communications
Responsible Officer: Vice President Strategic Communications and
 Chief of Staff
Revision History: May 1999; June 2010; June 2011; September
 2016; December 2021; September 2025
Board Committee: Institutional Engagement
Effective Date: **September 17, 2025**
Next Review: 2030

- (A) Policy statement. The office of marketing and communications serves as the clearinghouse for all tier one publications developed for distribution to external audiences. As such, this office has oversight for all printed and digital materials that represent official university programs and services.
- (B) Parameters.
- (1) A critical part of any institution's or organization's image is the communications messages it sends out and with which it is identified. An institutional brand is established through the consistent and frequent use of distinctive images and messages in its external publications and communications media.
- (2) The office of marketing and communications requires the cooperation of all campus offices and individuals (including the department of athletics, all academic colleges, and graphic services) to create a strong, consistent, and high-end brand for Youngstown state university (YSU) through all its publications.
- (3) A "tier one publication" is any printed or electronic piece directed to:
- (a) Any external audience (e.g., alumni, the general public, prospective students, donors).
- (b) All (or most) current YSU students, faculty and/or staff.

- (4) All publications meeting tier one criteria must first be reviewed before proceeding to the design stage.
- (5) If a publication is not tier one according to the criteria above, guidelines and templates for design and printing are available through the office of marketing and communications.

(C) Procedures.

- (1) For all publications meeting tier one criteria, a “Publications Request” must be submitted by email to creativeservices@ysu.edu and processed by the marketing and communications team. For the review to be done in a timely and efficient manner, the request must be submitted at least two weeks prior to the beginning of the design phase.
- (2) The marketing and communications team will arrange a meeting to discuss the needs, exchange ideas, and establish timelines. Budget sources for the project will be discussed at that time.
- (3) The office of marketing and communications may contract the publications to new internal or external sources as appropriate and expedient.
- (4) The requesting unit will be responsible for furnishing suggested text for the publication.
- (5) Appropriate artwork or photographs will be prepared in cooperation with the requesting unit.
- (6) After a first-draft proof of the publication is prepared, the requestor will review the proof, note any changes, and return the publication for preparation of a final proof.
- (7) The final proof will be submitted to the requesting unit, who assumes primary responsibility for the content, accuracy, and completeness of information in the publication. Marketing and communications assumes primary responsibility for grammar, punctuation, and overall appearance.

- (8) Additional procedures for using university symbols and related publication information can be found in the “Visual Style and Branding Guide” available through the office of marketing and communications.