



Prepared by:

Victoria Miles
Director
Communications
Local: 1794
victoriamiles3@capilanou.ca

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10 September 2020

Guidelines

Review procedures for corporate publications

PURPOSE

These procedures summarize processes and considerations for the review of corporate publications, both electronic and print, that support CapU operations and outreach.

SCOPE

The departments and subject matter supported by this review process produce information of significance to the entire Capilano University community. These procedures include select information released and/or published by the University's communications, emergency management, marketing and recruitment, institutional research, student support services and the president's office. As well, formal reviews, following these guidelines, are also provided for singular communications projects produced by other areas not specifically noted, where the subject matter is corporate in nature.

Academic publications are expressly outside the scope of these guidelines.

RELATED POLICIES

OP. 417 Brand Promotions and Publicity

OP. 417.1 Brand Promotions and Publicity Procedures

OP. 304 Public and Media Relations

DEFINITIONS

"Content" refers to expression of substantive information and creative material through writing, visual or multimedia presentation. Examples of content include reports, articles, announcements, advisories, directions, summaries, descriptions, instructions, advertising, correspondence, newsletters, updates,

editorials, scripts and statements.

“Corporate” relates to the organization as a whole entity.

“Knowledge experts” includes subject matter experts with specialized knowledge, individuals responsible for oversight of a particular area of operations and individuals with specific areas of expertise or skill.

“Executive” refers to the executive council as a collective comprised of the president; vice president academic & provost; vice president strategic planning, assessment & institutional effectiveness; vice president finance & administration; and vice president, university relations. “Executive” also refers to individuals in these roles and the roles of associate vice president, human resources and associate vice president, student success.

“Publish/Publishing/Publications” refers to information published in print form, or posted electronically online and accessible to internal and/or external publics.

“Review” includes proofreading for spelling, grammar and punctuation; editing for clarity, completeness and consistency; and revisions for accuracy, contextual appropriateness and overall quality.

PROCEDURES

Internal publications

1. Communications is a partnership dependent upon the factual information from knowledge experts. The responsibility for factual accuracy rests with the content originator, their administrator or signator.
2. Corporate communications, including messages from the president that are disseminated to all employees, are reviewed by a member of the communications department to ensure clarity and appropriateness.
3. Requests for review and dissemination either by publishing to the website, release to the public or circulation via the University’s email accounts are made by an executive or their designate to the director of communications.
4. The review process may include consultation with other department leads (i.e., a memorandum to all employees from the director of finance may be reviewed by the associate vice president, human resources—see point #5). A member of the communications department will facilitate cross-consultations to ensure thoroughness of consideration.
5. Communications containing directions for employees must be reviewed by the associate vice president, human resources.
6. General communications are posted to the University’s intranet, Frontlines, by the content owner, who can make revisions and repost information if necessary.
7. Publications produced only for internal audiences may not be designated for a professional communications review, however, it is expected that all content creators have any work intended for publication reviewed by at least one colleague before posting.

8. Responsibility for internal publications that are produced in collaboration with the marketing and digital experience department and do not include a communications review is shared between the administrator representing the client and the director, marketing and digital experience.
9. Corrections to published information identified or requested must also be reviewed following these guidelines, with an emphasis on immediacy.

External publications

10. Any content creator requesting a review of any communications will have their request accommodated by a member of the communications department or a third-party proofreader, depending upon the nature of the work. The cost of engaging a third-party in this way is assigned to the appropriate departmental budget before the work proceeds.
11. For capacity and efficiency, communications may only be able to provide one review and does not serve as the project manager of publications, nor hold the ultimate responsibility for a project, other than that which originates within the communications department. To this end, for complex projects, it is important to schedule communications support when it can be of the greatest value and influence, neither too early (when a publication may be incomplete) or too late (when it is past the point changes can be made) in a project's development.
12. Projects involving graphic design support will be developed and supported by professional review through the marketing & digital experience (MDX) team. Responsibility for external publications that are produced in collaboration with the marketing and digital experience department and do not include a communications review is shared between the administrator representing the client and the director, marketing and digital experience.
13. Review of primary marketing materials, including the Viewbook, annual brand advertising campaign and major promotional outreach generally includes consultation with the communications department. Responsibility to the integrity of the brand is paramount, regardless of who is directing the project.
14. Reports supporting public accountability, including the annual Institutional Accountability Report to the provincial government, must be reviewed by communications and the executive responsible for the content.
15. Executive speeches for external publics, while not publications per se, may become published, or recorded, content. For this reason, their development includes a review by a member of the communications department.
16. Announcements and news releases citing and or quoting individuals must be reviewed by these individuals prior to release.

Corrections and amendments

Corrections to non-material information posted to the University website (i.e., typographical errors) will be made by a member of the communications or marketing & digital experience immediately upon discovery. Such corrections do not require consultation with the author/originator.

Corrections to material information (i.e., factual inaccuracies) posted online must be reviewed and approved by an administrator prior to posting. The author/originator should be advised of any required changes.

Corrections to print publications are addressed as follows:

- Factual inaccuracies are the responsibility of the content originator, department or area represented in the work. Costs of correction are to be borne by said department.
- Typographical errors, including matters of style, are the responsibility of marketing & digital experience for publications they have produced. Reprinting is to be assessed on an at-need basis in consultation with the client-department and costs are typically borne by MDX for publications they have produced.
- Publications that are updated are to be published promptly, with prior versions removed from general access.
- Corrections of a material nature to news releases will include the issuing of an errata.

Responsibility

The executive leading each reporting stream in the University hold the ultimate responsibility for the accuracy of published information in their portfolio. While the work to develop publications may be delegated to senior administrators for oversight; ownership and responsibility remain with the executive.

Where the correctness, accuracy and appropriateness of draft content may be in dispute, the executive owner of the publication will be consulted to provide final direction.

Capilano University Brand and Style Guides

1. The review process includes application of the University's brand and style guides. Document creators are expected to apply the University's brand and style guide principles to their drafts.
2. Capilano University's guidelines are available [here](#). Content creators are expected to consider all the guides in the preparation of their work, including the *Editorial Style Guide*; *Indigenous Peoples: A Guide to Terminology*; *Photo and Video Guide*; *Program Page Content Ownership Guide*; *Social Media Guidelines* and *The Radical Copyeditor's Guide for Writing about Transgender People*.