



**DONNELLY
COLLEGE**
EST. 1949

Publication Policy

Reviewed/Updated Date: May 2022
Approved by: Administrative Council

Policy Statement

Under the supervision of the Vice President for Advancement and the Director of Marketing and Communications, the Donnelly College Marketing Department is responsible for all public information presented via the Donnelly College website, printed materials, advertising, and social media channels. All content provided to Marketing by individual college departments must be approved by the department head and/or supervising vice president before it is submitted to the Marketing Department for publication. The Institutional Effectiveness Officer reviews and approves all proposed changes to website content required by the Higher Learning Commission or the Department of Education to ensure that the College remains in compliance. The Director of Nursing reviews and approves all proposed changes to website content required by the Kansas State Board of Nursing and any other nursing accreditation bodies to ensure that the College remains in compliance. The Director of Marketing will review content on a quarterly basis for accuracy and completeness.

New Procedure

Marketing Department Communications and Publications Website

The Marketing Department is the only department with access to make changes to the website. Website change/update requests must be submitted to marketing@donnelly.edu via the Website Update Request Form posted on the faculty and staff page of the Donnelly College website (see attached). Prior to submitting the website request form to Marketing, the head of the division (department director and/or supervising vice president) requesting the change(s) must verify the accuracy of the content.

Marketing will not update/revise pages unless the request is approved by the Institutional Effectiveness Officer, nor will they update/revise pages with Kansas State Board of Nursing- 2 required content unless the request is approved by the Director of Nursing. Administrative updates such as typos, date changes, event or activity scheduling, or job descriptions, do not need to be approved and can be sent directly to Marketing & Communications (marketing@donnelly.edu)

Printed Materials, Publications, and Advertisements

All printed materials, including the Donnelly Digest magazine, admissions, and academic program brochures, are reviewed, and approved by the appropriate department head and the Director of Marketing prior to publication. Advertisements such as print ads, billboards, and social media ads are reviewed for accuracy by the Marketing Department and/or Vice President for Advancement. If content pertains to another department, the Marketing Department also checks for accuracy with the head of that specific department.

Outdoor Digital Sign

The digital outdoor sign software is solely managed by the Marketing Department. The IT department has access to the hardware for troubleshooting. Requests for digital messages may be made using the Request Update form found on the website. Social Media Donnelly social media accounts are under the sole control of the Marketing Department. At least two individual Marketing staff review all social media content for errors prior to publication.