

**AIKEN TECHNICAL COLLEGE
PROCEDURE**

Procedure Title:	PUBLICATIONS AND PROMOTIONAL ITEMS	Procedure Number:	2-4-104.1
Institutional Authority:	Chief Advancement Officer		
Associated SBTCE Policy/Procedure:			
Governing ATC Policy:	2-4-104		

Approved: 
President


Chief Advancement Officer

Date
Adopted: 07/01/2004
Date
Revised: 07/25/2022

DISCLAIMER

PURSUANT TO SECTION 41-1-110 OF THE CODE OF LAWS OF SC, AS AMENDED, THE LANGUAGE USED IN THIS DOCUMENT DOES NOT CREATE AN EMPLOYMENT CONTRACT BETWEEN THE EMPLOYEE AND THE AGENCY.

The following procedures will apply:

1. The Office of Marketing and Communications (MarCom) will approve all publications (print and electronic) and promotional items intended for promoting the College or providing information about the College and all internal (physical and electronic) communications related to campus ceremonies or events to which the public is invited.
 - MarCom will approve publications and promotional items in the initial planning stages.
 - MarCom will designate layout and design criteria, including an approved template. Photos to be used in publications will also be approved by MarCom.
 - MarCom will edit materials prior to publication.
 - MarCom will approve the final version of a publication or promotional item prior to production or electronic distribution.
2. MarCom will archive final versions (physical or electronic) of publications and promotional items.