

**WASHINGTON-SARATOGA-WARREN-HAMILTON-ESSEX
BOARD OF COOPERATIVE EDUCATIONAL SERVICES**

ADMINISTRATIVE REGULATION

GUIDELINES FOR PRODUCING PRINT MATERIALS

PURPOSE

To provide direction for the development and printing of all internal and external documents so as to ensure consistency and quality.

SCOPE

These guidelines are BOCES wide and focus primarily on the production of publications, such as flyers, brochures, handouts, etc. and other visual materials. Memoranda, letters, and other internal and external correspondence should strive to follow these guidelines.

APPROVAL

1. Promotional and/or informational print materials designed for consumption by any external audience (e.g. home schools, the community, the State Education Department, other BOCES) are to be reviewed by the supervising administrator of the respective program prior to print production.
 - Promotional and/or informational print materials should be reviewed for:
 - a. clarity of message
 - b. appropriate language
 - c. Equal Opportunity/Affirmative Action statement
 - d. phone numbers, contact information, etc.
 - e. Copyright infringement
 - f. format
 - g. distribution strategy
 - h. Southern Adirondack or Myers Education Center consistency
 - i. proper student identification and photo release approval
 - Administrators are encouraged to consult with Communications Services on the print material's design and content.
2. Following production, copies of promotional and/or informational print materials are to be forwarded to:
 - The District Superintendent or designee for purposes of distribution (or display) to the Board of Education and others,
 - The Director of Program and/or Administrative Cabinet members for purposes of distribution (or display) among respective staff members, and
 - The Director of Instructional Programs for purposes of distribution (or display) internally within the centers.

The intent of bullet number 2 above is to share information among education centers and other WSWHE BOCES locations. It is not expected that every BOCES employee is to receive a personal copy of the promotional and/or informational material.
3. Upon receipt of promotional and/or informational materials, administrators are encouraged to share its content and purpose with staff members.

4. The print shop will not be authorized to produce or print any piece deemed to be promotional and/or informational in nature unless appropriate authorization from an administrator has been received.

NAMES AND LOCATIONS

1. In standard usage, a writer is expected to write out a name prior to using its abbreviation. For this reason, the first time a reader sees the organizational name in print, it should be:

Washington-Saratoga-Warren-Hamilton-Essex BOCES

Do not use commas or bullets between the counties. Hyphens (without spaces) should be used consistently. The complete spelling of BOCES should be avoided. Once the above complete name has appeared in a letter, the abbreviation WSWHE BOCES may be used.

2. When referring to building locations, refer to the WSWHE BOCES web site at: wswheboces.org.

As in the use of the BOCES name, the Southern Adirondack Education Center, F. Donald Myers Education Center, Sanford Street Teaching and Learning Center, and Washington Street Teaching and Learning Center should be written out the first time a reader sees them. After that, the proper abbreviation is SAEC, Myers Center, SSTLC, and WSTLC.

In print, refrain from referring to educational campuses as "the Career and Technical Education Center." Write instead the name or abbreviation of each location.

3. In print, do not refer to locations as "The Northern Region" or the "Southern Division," etc. Be specific and use building names.

LOGO

1. The logo of the WSWHE BOCES should be used only with efforts conducted by a WSWHE BOCES office. The logo may be used for:

- Educational or informational programs and events authorized by WSWHE BOCES.
- Identifying activities conducted by the WSWHE BOCES.
- Identifying people associated with WSWHE BOCES.

Do not use the logo for:

- Activities sponsored by other organizations, unless WSWHE BOCES is a major co-sponsor.
- Commercial promotion of products or services except those educational materials produced by or for WSWHE BOCES.

2. Use and promote the BOCES logo whenever possible.
3. The BOCES logo should appear on all BOCES advertisements, newsletters, and other material intended for public consumption.
4. Do not modify the BOCES logo. It should appear in all black, black and blue (as in letterhead), or one or two color(s) consistent with the rest of the document. Slight modifications to the logo are permissible, however any and all use of the logo should adhere to its fundamental horizontal, rectangular format and be consistently scaled. See attachment for proper and improper placements and styles.
4. Logos display best when they are not crowded by other text or graphics. For this reason, try to position the logo prominently in your material.

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION STATEMENTS

It is necessary to have the compliance officer's NAME on each and every publication that has a printing or publication life of three years or less. For publications that will have a shelf-life of three years or more, the NAME of the compliance officer does NOT need to appear, just the title, address and phone number.

One of the following statements should appear, as written, on all promotional and/or informational print materials:

STATEMENT WITH THE NAME OF THE COMPLIANCE OFFICER:

The Washington-Saratoga-Warren-Hamilton-Essex BOCES does not discriminate in its programs and activities, including employment and admission as applicable, on the basis of actual or perceived race, color, creed, sex, sexual orientation, national origin, religion, age, economic status, marital status, veterans' status, political affiliation, domestic victim status, use of a guide dog, hearing dog or service dog, disability, or other classifications protected under federal or state law, and provides equal access to the Boy Scouts and other designated youth groups. The designated district compliance officers will coordinate compliance with the nondiscrimination requirements of Title VI and Title VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Americans with Disabilities Act of 1990, as amended, the Boy Scouts of America Equal Access Act, and the New York State Human Rights Law. The BOCES Compliance Officers are: Turina Parker and Ronald Black, Washington-Saratoga-Warren-Hamilton-Essex BOCES, 1153 Burgoyne Avenue, Suite 2, Fort Edward, NY 12828, phone: (518) 746-3310, email: tuparker@wsweboces.org or rblack@wsweboces.org. Complaints may also be filed with the Office for Civil Rights, New York Office, U.S. Department of Education, 32 Old Slip, 26th Floor, New York, NY 10005- 2500, phone (646) 428-3800, fax (646) 428-3843, email: OCR.NewYork@ed.gov

STATEMENT WITHOUT THE NAME OF THE COMPLIANCE OFFICER:

The Washington-Saratoga-Warren-Hamilton-Essex BOCES does not discriminate in its programs and activities, including employment and admission as applicable, on the basis of actual or perceived race, color, creed, sex, sexual orientation, national origin, religion, age, economic status, marital status, veterans' status, political affiliation, domestic victim status, use of a guide dog, hearing dog or service dog, disability, or other classifications protected under federal or state law, and provides equal access to the Boy Scouts and other designated youth groups. The designated district compliance officers will coordinate compliance with the nondiscrimination requirements of Title VI and Title VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Americans with Disabilities Act of 1990, as amended, the Boy Scouts of America Equal Access Act, and the New York State Human Rights Law. Complaints may also be filed with the Office for Civil Rights, New York Office, U.S. Department of Education, 32 Old Slip, 26th Floor, New York, NY 10005- 2500, phone (646) 428-3800, fax (646) 428-3843, email: OCR.NewYork@ed.gov

Questions regarding the use of this statement should be directed to the District Superintendent's office.

BUSINESS CARDS, LETTERHEAD AND OTHER INTERNAL DOCUMENTATION

The WSWHE BOCES Print Shop will adhere to established guidelines for the printing of letterhead, business cards, and other materials. Other print sources must also adhere to these guidelines.

Approved/Revised: 9/12/05
Revised: 5/07/14
Revised: 2/26/18
Revised: 7/27/18