

Task: Publication Request

Objective

At the end of this module, the participant will be able to process a Publication Request.

Background Information

Publication Request Forms and Stationery Request Forms are online forms used to request goods/services from HCC's Print & Electronic Media office in the Communications Department at 3100 Main. Do not use the old paper production request forms. You must use the online forms.

HCC letterhead, envelopes and business cards must be obtained from this department. The Print & Electronic Media office also designs and produces artwork for flyers, brochures, advertisements, posters and other print and electronic marketing materials upon request. This group is also responsible for production of the credit and continuing education Class Schedules, the Course Catalog and the Student Handbook. The Graphics team works closely with the Public Relations Directors at each college to ensure that all print and electronic publications reflect HCC's standards and guidelines. Official HCC logos are also available from the Print & e-Media Division for approved uses.

Downloadable Documents

Navigation:

From the HCC home page at <http://www.hccs.edu>

- > At a Glance (under About HCC)
- > District Offices (under District Services)
- > Communications
- > More detailed information (under Links at bottom of page)
- > Print & E-Media (under Communications)
- > Select from the following (under Forms):
 - [Publication Request Form](#) – For print, photo, or web services
 - [Stationery Request Form](#) – For business cards, letterhead, envelopes, & mailing labels
- > Or Select (under Print & E-Media):
 - [Official Logos & Usage Guidelines](#)

Process for Completing Task

1. Fill out and submit an online Stationery Request Form for business cards, letterhead, envelopes, and mailing labels. Complete an online Publication Request Form for all other types of publications. Fill in all requested information to complete your order.
2. Your request will be forwarded to the Print & Electronic Media Director. You will then need to send all necessary electronic text and photo files to Print & Electronic Media via email to curtis.doolan@hccs.edu or roger.cook@hccs.edu. Hard copies are not accepted; however, if you need to send the text and photo files on a CD, send them through interoffice mail to the Print & Electronic Media group at MC 1107-G.

It is important that you keep track of the Request Number you receive after submitting your online request. Refer to this number when calling Print & Electronic Media office with questions about your job.

All graphics projects are emailed to the originator and his or her Public Relations Director for approval/changes when completed.

Completing the online Publication Request Form:

- a. First Name/Last Name: Your name goes in these fields
- b. College: Choose your college or System from the drop-down menu
- c. Department: The department which will be using the final product
- d. Mail Code: Your department's mail code
- e. Phone: Your department's phone #
- f. Fax: Your department's fax #
- g. Email: Your HCC email address
- h. Budget Number: 4-digit fund number > 4-digit department number > 5-digit sub-account number > 3-digit program number > 3-digit college/system code
- i. Budget Authority Name
- j. Budget Authority Approval: Obtain approval; then select Yes from the drop-down menu
- k. Size: Provide measurements of document
- l. Select 4 Color, or 2 Color, or Black & White
- k. Quantity: How many of the items you need
- l. Type: Choose brochure, advertisement, poster, PowerPoint, etc., from the drop-down menu
- m. Job Description: Enter a description of the work you need done. For example, "Design a new two-color brochure for the Golf Course Management Program using the electronic text and photo files I've submitted via email."
- n. Delivery Date: Fill in the date you need the item delivered
- o. Deliver to: Where do you want the items to be delivered? Please be specific. Include room number, phone number, mail code and name of the person who can sign for the delivery.

If you are having something printed, there is no need to complete a Copy Center Request form.

Please note that approved, camera-ready advertisements will be emailed to the originator and Public Relations Director for delivery to the newspaper or magazine. The Print & Electronic Media office does not email, ftp (file transfer protocol), or deliver completed ads.

Please note that the originator should work with his/her college Public Relations Director to develop the necessary text or take needed photos. The Print & Electronic Media office will provide a photographer or writer, if requested.

Please note that if there is no activity on a Publication or Stationery Request for more than 30 days, the Request will be cancelled.

Key Resource Persons

YOUR COLLEGE PUBLIC RELATIONS DIRECTOR

DISTRICT COMMUNICATIONS GROUP

Curtis Doolan	Director of Public Media/Relations		713-718-5438
Joseph Conway	Director, Print & Electronic Media		713-718-5226
Lisa Eason	Secretary, Public Information Office	Tel	713-718-5122
		Fax	713-718-5166