Southern University AgCenter
Office of Technology/Communications Services

The Office of Technology Services and Communications (OTS) is responsible for assisting faculty, staff and administration in the planning, packaging and distribution of traditional and non-traditional educational materials based on the vision and mission of the Southern University Agricultural Research and Extension Center.

To Use Our Services:

You must first contact our office to arrange an initial planning meeting. Depending on your needs, our Creative Specialist, Video Production Specialist, and/or webmaster may also be invited to take part in the assessment and planning of that particular job. To take full advantage of our services, it is best to consult with us as early as possible during the planning stages of your project.

If you have any special elements that you would like for us to use in the design of your piece, such as a logo, photos, or any artwork or graphics, we encourage that you bring those items along with any ideas you may have. In order to deliver the best possible quality, we ask that when supplying artwork, you give us clean, readable graphics and original photos whenever feasible. If you have printed samples of what you would like for us to produce, be sure to bring those along also. We can build on your ideas or help you come up with a whole new concept.

After the meeting, a production schedule will be developed with a timeline set for each phase of the process. We can help you edit, write or rewrite your copy or video script; provide you with still or video photography; make photo suggestions; design and layout your publications, develop public service announcements (PSA's), edit video production and monitor the progression of your project from concept to delivery. We can help you plan a complete ad campaign from newspaper ads to outdoor signs and billboards and help you coordinate radio and TV spots for your special event or program.

Your project will be assigned an official job number and everything that this office receives pertaining to that project will be placed in a folder. The job folder has been designed to write or type all pertinent information on the outside along with a place for additional comments to keep track of progress. It is our normal policy to operate on a first come, first serve basis.

1. *All major research and extension publications and advertising must be approved and cleared through the appropriate Vice-Chancellor and then through the Office of Technology/Communications Services.*
2. *All major publications created by the Office of Technology/Communications Services will be assigned an official job number.*

Whether you are recruiting students, providing information about your programs or services, recognizing high achievers and program supporters, or simply inviting participants to share in a center-related event, we have an experienced and talented communications team that will help you find the best ways to present your educational program for the ultimate impact. It is our goal to produce publications and media promotions that are of the highest quality and remain consistent with the high standards of the Southern University Agricultural Research and Extension Center.

- Publications Production -

Based on the initial planning meeting, our creative specialist/graphic designer, will start by generating printer specifications, which involves identifying the quantity you will need, the dimensions or size of your piece, selection of paper and ink colors, the number of pages (if it is in booklet form), and determining what additional services will be required from the printer. Once this information is compiled, she will then fax that information to several print vendors in order to obtain quotes for the cost of producing your job. This is standard University procedure when making any purchases. *If the job cost is under $500, only one price quote is necessary. Anything that is $500 to $2,000 requires 3 bids; $2,000 and over requires 5 bids.*

Once the client has received all of the prices, it is then the client's responsibility to prepare a requisition for obtaining the purchase order. Jobs will not be released to the printer without the proper paper work and final approval by the requested client.

During the design and production phases, a small brochure can take anywhere from four to six weeks to produce. This time frame does include the editing and concept stages to the actual delivery of the final printed piece. Once the job has been edited, designed, and laid out, a mockup, or draft will be presented to the client for review. If there are any changes, the client will check and sign in the appropriate place and revisions will be made. The client will be presented with a final draft for approval. If there are no corrections or changes, the client will sign off giving approval to proceed with print production.

Once the job is taken to the printer, the designer will closely monitor the final stages from blue-line proofs, to press checks to the final delivery of the job. A Portable Document Format (PDF) will be generated for archival, email or web publishing.

-Official Logo Usage Policy -

There will be a uniform and consistent presentation of the Southern University Agricultural Research and Extension Center's (SU Ag Center) print and electronic publications, materials, and products for distribution both on- and off-campus. All materials and products prepared by faculty and staff, of SU Ag Center will display the logo and identifier in accordance with the following procedures:

The Office of Technology is responsible for assisting faculty and staff in using the Center's logos. Any questions concerning usage should be directed to the Communications Specialist.

The Southern University Agricultural Research and Extension Center logo is shown in Example 1.

Example 1:

Font & Color

The font of the logo is xxxx.

The color scheme is Pantone 540 (Blue) and Pantone 142 (Gold) White.

USAGE

The logo files can be request from the Office of Technology Services, via phone, email or web access. Do not alter the logo type or rearrange any of the elements. Be sure that the logo is always crisply reproduced from authorized proofs – from the website or on CD-Rom/Disc provided by the Office of Technology Services.

1. *The logo must include all elements, the border, and text and logo type.*
2. *Keep the logo proportionate when re-sizing it to fit your needs, keep its horizontal and vertical proportions intact. Do not distort it. A distorted logo is not the official logo.*

COLOR TREATMENTS

In a one-color project, the logo can be used in all Black (grayscale). In a two-color project, the logo must be used in its three color format, Pantone 540 and Pantone 142. All other variations must be approved by the Office of Technology.

OFFICIAL PAPER USAGE

Letterhead, Envelopes, Mailing Labels, and Business Cards must be ordered through the Office of Technology Services. There is one official version of each of the following: letterhead, envelopes, business cards, and mailing labels.

TAG NAME

We are the **"Southern University"** or **"SU" AgCenter**, while our official name is the Southern University Agricultural Research and Extension Center and we operate through the Southern University and A & M College System and Louisiana Cooperative Extension Service. We intend to project a single, unified image and identity. That means identifying our people and our programs as being from the Southern University AgCenter in all public references.

AgCenter is one word, when used as the "Southern University AgCenter." Do not separate AgCenter into two words (despite what your spell-checking program may tell you).

These policies do not grant a license or any other right to Southern University Agricultural Research and Extension Center's (Southern University AgCenter) logos or trademarks. Southern University AgCenter reserves the right at its sole discretion to terminate or modify permission to display the Logo at any time. Southern University AgCenter reserves the right to take action against any use that does not conform to these policies, infringes any Southern University AgCenter intellectual property or other right, or violates other applicable law.

- Video Production Services -

NO FOOD OR DRINKS ARE ALLOWED in the PRODUCTION STUDIO or the CONTROL ROOM except for bottled water. No Exceptions!

<u>General Policies</u>:

1. Studio Facilities and production equipment are available Monday – Thursday, 8:00AM-5:00PM.

2. All equipment and Studio facilities must be reserved at least two weeks in advance by completing reservation forms and getting approval from the Facilities Coordinator and Office of Technology Services.

3. Requests for production time will be made using the reservation form provided by the Facility Coordinator and/or OTS. Production time is logged into the Master schedule and is subject to rules and regulations developed by the AgCenter.

4. Video Production personnel for the AgCenter must be present at beginning and end of studio session. Those persons requesting the Studio Facility, must be finished by designated time or opt to re-schedule the facilities for a later date. (NO   EXCEPTIONS). Time is money.

Only people directly involved in the studio production are allowed in the facility at any time; visits or tours by non-employees or those not involved with the production must be scheduled in advance at the discretion of the facility coordinator or OTS.

<u>Production Policies and Guidelines</u>:

1. No production or pre-production work can be done in the Studio without the presence of Video Production Personnel.

2. Individuals using production equipment or studio facilities will not change wiring, patch bays, or components without Video Production Personnel's permission and supervision.

3. Studio and edit areas should be left in an orderly fashion as found before use.

4. Cables should be coiled neatly and put away in proper places.

5. Microphones should be returned to the audio cabinet.

6. Tapes and other materials should not be left behind after a shooting or editing session.

7. Studio Production guest users are not permitted in any offices or non-public spaces in the AgCenter other than the Production Studio or Green Room, unless otherwise accompanied by an AgCenter staff member.

8. Only designated persons may reserve, sign out, or operate equipment.

9. Upon return of equipment, all items not normally belonging in camera cases (i.e. extra microphones, cables, lights, tapes, etc.) should be removed. The equipment must be returned in

the condition it left in. If there are any problems or damage to equipment during check-out, notify Production Manager immediately upon return. Evidence of the mishandling of equipment can lead to revocation of sign-out privileges and charges will be assessed.

10. Abuse or misuse of facilities or equipment may involve penalizing action(s).

- Equipment Checkout –

A small inventory of A/V equipment is available for all faculty and staff of the Southern University AgCenter.

1. All equipment and facility reservations are available on a first-come, first-serve basis.

2. Equipment is due back at the designated time on the check-out form.

3. No exceptions! Failure to return equipment on date and time specified may result in revocation of future sign-out privileges.

4. Any damage to equipment or the facility will be charged to that department or agency.

- Information Technology (IT) Support -

The Office of Technology Services at SUAREC aspires to provide the best possible IT support in timely manner. Use e-mail, computers, and networks only for legally authorized purposes. Unauthorized or illegal uses include, but are not limited to, harassment, destruction of or damage to equipment, software, or data belonging to the University or others; unauthorized reproduction of copyrighted materials; private or personal business unrelated to the University's business or activities.

The following guidelines have to be followed as part of the policies and procedures adopted by the OTS.

General Policies:
1. All computer equipment and software are property of the Center and shall not be used in any way that is illegal, harmful to the Center's operations, and/or pose potential embarrassment to the Center or place it in a negative light.
2. OTS reserves the right to periodically inspect and audit the use of computer(s), E-mail, and Internet access to ensure compliance with university policy. Disciplinary action shall be taken against an employee who is found to have violated these policies.
3. OTS reserves the right to enter and inspect the contents and to deactivate an authorized account when the user leaves or is no longer associated with the Center and has not taken the appropriate steps to formally decommission the account or to secure authorization for its continued use.
4. Users are cautioned to: 1) be aware of conditions of services and encouraged to consult with the Network Administrator relative to any questions about system workload(s); and 2) refrain from monopolizing and overloading systems or networks with excessive data, or wasting computer time, connect time, disk space, printer paper, manuals, or other resources.
5. For situations not covered by these provisions, users should contact the Office of Technology Services.

Email Support:
1. An email request form has to be filled out in Room175 in order to obtain an email account.
2. All usernames and passwords are purely confidential and should not be shared. Select an obscure password and change it frequently.
3. All users are provided the default mailbox size and any requests for extra storage must be requested through the Network Administrator and approval by the Director of Technology Services.

Network Support:
All network problems should be reported immediately to the Network Administrator. Network support includes the following:
1. Making sure that the computers are connected to the network and there are no operational problems.
2. Assistance in obtaining IP address for your machine, when necessary.
3. Assistance in securing updates to the software such as Security software (Antivirus, Spam, Spyware), Netscape and Internet Explorer.
4. Any file-swapping software (such as Kazaa, Limewire etc.) should not be used on the computers supported by the OTS as it tends to clog the network.
5. Users should not engage in any activity that might be harmful to systems or to any information stored thereon, such as creating or propagating viruses, disrupting services, damaging files, or making unauthorized or unapproved changes to data files.
6. All users supported by the OTS have access to the file server where a backup of your files can be saved to. Requests to gain access to the file server should be made through the Network Administrator.

Software Support:
1. Users are requested to use only legal versions of copyrighted software on OTS supported computers and network resources in compliance with vendor license requirements.
2. The OTS has licensed versions of software for Southern University AgCenter faculty and staff that can be made available by approved check out for use on their personal computers at home. Users are refrained from making illegal copies of this software and can be charged with laws pertaining to possession of pirated software.
3. Requests for installation of any non-center licensed software should be made with the OTS.

Website/Database Support:
1. A separate policy for the website support has been approved by the OTS.
2. All information for the website and any request for the website should be made through the OTS. The Communications Specialist/Webmaster should be contacted before any information is released to the official website.
3. All database project requests should be made with the Network Administrator or the Director of Technology Services.