AGRICULTURAL RESEARCH & EXTENSION CENTER

Southern University and A&M College System

OFFICE OF TECHNOLOGY/COMMUNICATIONS SERVICES

POLICY AND PROCEDURE MANUAL

For
Agricultural Research and Extension Programs

Revised December 2012

FOREWORD

The Agricultural Research and Extension Center was established as one of five campuses in the Southern University and A&M College System in 2001. Its twofold mission is to conduct basic and applied research and disseminate results to Louisiana citizens with particular emphasis on socially, economically and educationally disadvantaged groups. The policies presented herein describe an important form through which research findings can be refined, packaged and made useable to the variety of audiences we serve. The publication's process in the Center is guided by Southern University and A&M College System Intellectual Property Policy. See appendix: intellectual property policy.

It is expected that the information technology and publications policies and procedures presented will prove to be helpful and useful to researchers and specialists of the Center. The purpose of these policies and procedures is to serve as a guide to facilitate the development and dissemination of scientific information to establish a smooth publication process and to ensure technological assistance. We look forward to enhancing the quantity and quality of publications disseminated whereby research- oriented information can be utilized and applied by a variety of audiences in various settings. We are also hopeful that the IT assistance and guidance will enhance productivity and efficiency Center-wide.

We would like to express our appreciation to those who served as members of the Publication Committee and who were instrumental in bringing forth this important document. Special thanks are extended to Bridget Udoh, PhD, communications specialist, who spearheaded this project. Equal gratitude is extended to all others who provided input and direction.

TABLE OF CONTENTS

INFORMATION TECHNOLOGY SUPPORT

The Office of Technology and Communications Services (OTCS) houses two divisions of teams to assist specialists, researchers, and agents with information technology and communications needs. The OTCS at the Southern University Agricultural Research and Extension Center provides the best possible information technology (IT) support in a timely manner. The use of computers, networks, cell phones, websites, and emails MUST be only for 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 Center or others; unauthorized reproduction of copyrighted materials; private or personal business unrelated to the Center's business or activities.

The following guidelines have been set forth as part of the policies and procedures adopted by the Southern University Ag Center OTCS:

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, poses potential embarrassment to the Center, or places it in a negative light.

OTCS reserves the right to periodically inspect and audit the use of computers, e-mail and Internet access to ensure compliance with Center policy. Disciplinary action shall be taken against any employee found in violation of these policies.

OTCS 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.

Users are cautioned to: 1. be aware of conditions of services and to consult with the network administrator regarding any questions about system workload; 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.

Email Support:

An email request form has to be completed in order to obtain an email account. Forms are available online. All usernames and passwords are purely confidential and should not be shared. An obscure password must be selected and changed frequently for security purposes. All users are provided the default mailbox size and any requests for extra storage must be made in writing to the network administrator or the director of technology services.

Network Support:

All network problems should be reported immediately to the network administrator.

Network and technology support team:

- Ensures that computers are connected to the network and there are no operational problems.
- Assists employees with obtaining IP addresses for computers when necessary.
- Assists employees with securing updates to software such as Netscape and Internet Explorer.
- Monitors the use of file-swapping software (such as Kazaa, Limewire, etc.) on the computers supported by the OTCS to prevent clogging of the network.

Monitors user activities 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. This is prohibited.

Provides access to the file server where a backup of files can be saved for any user supported by the OTCS. Requests to gain access to the file server should be made through the network administrator.

Software Support:

Only legal versions of copyrighted software MUST be used on OTCS-supported computers and network resources in compliance with vendor license requirements.

The OTCS has licensed versions of software that Southern University Ag Center faculty/staff can checkout (up to 24 hours) for use on their personal computers at home. Users are prohibited from making illegal copies of Center software. Violation may result in being charged with laws pertaining to possession of pirated software.

Requests for installation of any software should be made to the OTCS using appropriate form. See appendix: Hardware/software application form.

Website/Database Support:

1. A separate policy for the website support has been approved by the OTCS.

2. All information for the website and any request for the website should be made through the OTCS. The Communications Coordinator should be contacted before providing any information for the website.

3. All database project requests should be made through the Network Administrator or the Director of Technology Services.

For situations not covered by these provisions, users should contact the Office of technology and communications services.

CELLULAR PHONE OPERATING POLICY:

The purpose of this Operating Policy is to establish Center policy regarding the use, procurement, and possession of state-issued cellular telephones; to ensure the use of cell phones for Center business is correctly authorized and monitored; and to ensure that the Center is correctly reimbursed for occasional incidental or emergency personal use of Center cell phones. This policy shall be reviewed annually by the vice chancellor for finance and administration of the Southern Center Agricultural Research and Extension Center.

Procurement:

Procurement of Center cell phones shall be the responsibility of the Chancellor of the Center and coordinated through the Louisiana Office of Telecommunication. Only the Chancellor shall have the authority to assigned cell phones.

Safe Keeping:

Each employee shall be responsible for the safe keeping, care and custody of the assigned cell phone.

Use:

a. Cellular phones shall be used by Center employees for necessary business related to employment duties.

b. Every effort shall be made to limit the use of cellular phones to necessary calls when the use of a land line is not reasonably available and the urgency of the matter requires the use of a cell phone.

c. The use of cell phones for private, commercial, or consulting purposes is not allowed.

Personal calls: Southern University Ag Center cell phones MUST be used primarily for business calls; personal calls are restricted. If personal calls are placed or received and are listed on the billing, the individual must reimburse the Center for the personal minutes, up to any total

overage charge shown. **Providing that personal calls are kept to an absolute minimum, and that the most economical service plan that meets business needs has been chosen,** no portion of the basic, routine monthly charge for service and plan-allotted minutes need be reimbursed. Specific personal calls should always be marked on all invoices and statements.

4. Incidental or Emergency Use:

Occasional or incidental use or use in emergency situations requires that the Center is reimbursed in a timely manner for the direct cost of the incidental or emergency use of Center cell phones. The administrative head of each department shall promulgate a process to review monthly cellular phone bills to ensure prompt repayment of direct cost and prohibit excessive personal use.

5. Excessive Use:

Excessive use that leads to abuse of Center cellular phones privileges will result in the suspension of cellular phone privileges. Violations may subject employees to disciplinary action including termination in accordance with the Center's disciplinary policy. See appendix: SU Ag Center disciplinary policy.

WEB HOSTING AND URL ADDRESSING:

The websites of divisions, program areas, and affiliated programs reflect upon the Center as a whole. Therefore, it is necessary to define policies concerning fundamental elements of collaborative web development for the Center. These policies have been adopted not as restrictions or impedances to progress but as uniform guidelines to remedy immediate and foreseeable problems with the distributed website development and maintenance system now in place.

Hosting:

The Southern University Ag Center provides web hosting on supported, high bandwidth systems, free of charge. OTCS does not provide web development training. OTCS provides dedicated application server space for more sophisticated development initiatives, such as web application services, database integration, and streaming technologies. These services are provided at minimal cost, as the environment space is shared among multiple entities. It is neither technically nor fiscally viable for each Center unit to operate its own web server, negotiate contracts with third party hosting companies, or procure web service or domain name from any external vendor. Also, OTCS provides Center-wide web services in coordination with the specific needs of users and its clientele. To establish a website, contact the vice chancellor, then communications specialist or coordinator.

URLs:

The official URL for the Southern University Ag Center shall be http://www.suagcenter.com. It is not necessary to operate web servers to achieve an abbreviated or customized web address. Divisional websites, as well as any other programs or offices which report directly to the

Center's central administration, should be referenced one level below

http://www.suagcenter.com/DIVISIONNAME (case insensitive). This will be the official URL,

as recognized by the Southern University Ag Center, and can be redirected elsewhere.

Policy on Web Advertisements:

Southern University Agricultural Research and Extension Center is a non-profit entity, and thus

cannot engage in commercial advertisement on any website, whether Center-hosted or not. Sites

hosted on ISP or public domain servers which rotate advertising banners constitute a violation of

Center policy and are not permitted links from other Center pages or rights to use the Southern

University Agricultural Research and Extension Center's name.

Commercial Domain Names:

The Center provides a full range of domain name services, in addition to the Southern University

Ag Center's OTCS- managed directory structure beneath http://www.suagcenter.com. If desired,

it is possible to create domain aliases in the suagcenter.com domain without the unnecessary

expenditure and configuration associated with purchasing other external domain names. Per

Center policy, all officially recognized Southern University Ag Center websites must exist

within the suagcenter.com domain. See appendix for definition of "officially recognized"

Changes to URLs:

Changes to official site locations impact the entire Center's website, as every link to the site must

be updated whenever a change occurs. Thus, if a Southern University Ag Center entity wishes to

change its URL, it must inform OTCS so the official site redirect can be established. It is seldom

necessary to actually change the physical location of the website files, as DNS aliases are quickly

and easily created to change the "preferred" URL, while the old address continues to function.

COMPUTER USAGE:

This computer use policy governs the use of technology at Southern University Agricultural, Research and Extension Center. All SU Ag Center employees are expected to be familiar with the policy and abide by its provisions.

The purposes of these policies and procedures are to cultivate computer use at the Center and to regulate computer use as necessary to protect individual privacy, to provide an equitable sharing of limited resources, and to promote responsibility in the use of Center computer systems.

General policies for use of Center computer systems and equipment are:

- All computer users have the responsibility to use the Center's computer systems in an ethical and lawful manner.
- The use of the Center's computer facilities is a privilege not a right. The OTCS protects legitimate facilities users by imposing sanctions on users who abuse the privilege.
- Computer users shall:

    1. Respect the intended use of accounts established for their use;
    2. Respect the integrity of all computer systems and networks;
    3. Respect the privacy of other computer users;
    4. Respect the rules, regulations and procedures governing the use of the Center's official administrative server and personal servers;
    5. Respect the proprietary rights of software owners and comply with all copyright laws, treaties, and compacts of the United States and all laws of the state of Louisiana.
- Standards of common sense and common decency must be applied in determining what uses are proper when using the public resources of the Center.
- The Center shall not provide computer access to persons or entities not affiliated with the Center or the Southern University System.
- The Center acknowledges that the computer medium provides its faculty and staff opportunities for research, dialogue and expression. However, the Center and each computer user have responsibilities to use the computer systems which are public property, in a manner related to employment duties and performance.

Computer Accounts:

All computer accounts shall be the property of the Center. The privileges of computer accounts shall be given by the OTCS for specific academic, administrative, or other authorized Center uses. There shall be four types of accounts, as set forth in paragraphs 1 and 2 below.

1.   Center Accounts:

Center accounts may be opened and maintained only for faculty or staff use for academic and administrative work. Authorizations for each Center account shall be made, and appropriate records of the account kept, by Office of technology and communications services. Accounts established through the Center administrative server, shall be considered Center accounts.

2.   Special Accounts:

Special accounts may be opened and maintained for individuals or groups who are not directly associated with the Center, but whose access to the Center network has a clear and distinct connection to, and provides some intrinsic value for the Center. All authorizations for special accounts shall be made by written request to the director of technology services. Such accounts shall be used only for a limited pre-designated time as specified in such memoranda.

Account Protection:

The integrity of all Center computer systems shall be maintained by protection of accounts through use of passwords. Any violation of the integrity of a computer system is a prohibited misappropriation of Center property.
- Attempts to perform any the following acts are prohibited actions:
    1. Make an account available to any person not authorized access by the OTCS;
    2. Defeat the security system of any computer;
    3. Circumvent the accounting system;
    4. Access or use an account without authorization;
    5. Use accounts for other than intended purposes
    6. Misappropriate the data or files of another person; or
    7. Download or upload unauthorized copyrighted material.
- Authorization for access to any account by someone other than the primary user must be approved by the appropriate administrator, who shall arrange for maintenance of records of that authorization.
- The account holder shall bear the responsibility and consequences of allowing access to his or her account without appropriate administrative authorization.

Resource Limits:

The OTCS reserves the authority to establish storage and memory resource limits of accounts. If resources are low, the account holder should notify the director of technology services or the authorizing manager for that account.

Session Limits:

The OTCS may limit a computer user's session if there are insufficient resources or if the user is determined by appropriate authorities to be acting in an irresponsible or unlawful manner. The OTCS may also cancel, restart, or place a hold on a process, program, or task to protect or improve system performance.

Protection of the System:

Responsible continued use of the Center computer system requires that each user:

- Refrains from development or use of programs or utilities which:
  1. harass or interfere with other Center computer users;
  2. infiltrate or modify the system or an account; or
  3. damage the hardware or software components of the system.
- Cooperates with systems administrators in investigations of systems abuse.
- Reports suspected abuse, especially any damage to, or problems with the users' files.

Non-Confidentiality:

The Center recognizes that users might believe computer files and e-mail messages to be confidential; however, such files and messages are subject to the access by the director of technology of users' files at systems maintenance time as well as when there is a report of suspected unlawful or improper activities. Users' files are not confidential. The OTCS reserves the right to review all information on any Center server, desktop, laptop, or Center-purchased equipment, when necessary.

Consultation:

Computer users are encouraged to consult with Office of technology and communications services regarding computer use and purchases.

Copyrights:

Computer users shall not copy software protected by copyrights except as specifically allowed by the licensing agreements or other stipulations of the owner. Making and distributing copies shall not be done in such a way that the number of simultaneous users exceeds the number of original copies purchased, unless otherwise stipulated in the purchase contract. Computer users may presume that software is copyrighted unless they have specific knowledge to the contrary.

Recreational and Personal Use:

Reasonable recreational and other personal uses shall be allowed, provided such use does not interfere with academic research use. The responsibility to use good judgment to avoid improper

uses resides with the user. All such improper uses cannot be anticipated or listed here, but some such uses are:

- Under no circumstances may games be played, or other recreational uses occur, when such use would interfere with the availability of facilities for academic or research use.
- Certain other activities are expressly prohibited by law, among which are:
    1. Commercial activities or advertising
    2. Libelous statements that would damage a person
    3. Dissemination of licensed software, and
    4. Invasion or violation of personal privacy

Sanctions:

Failure to abide by the guidelines set forth in these policies and procedures shall subject any user to sanctions, which may result in denial of computer account privileges, or disciplinary action, which could lead to expulsion from the Center, dismissal from a position, or other legal action.

Administration:

These policies and procedures shall be administered by the director of technology services with oversight by the Chancellor of the Center.

Connecting Electronic Devices:

ALL electronic devices (computer workstations and laptop computers) shall be connected to the SU Ag Center's network security server. This network has largely been open to the Internet over the past three years. Providing this open access to information technology is imperative to ensuring research and academic freedom at the Center.

An important part of providing this network access is ensuring that the network is always secure. Recent attacks from viruses and worms and denial-of-service attacks have harmed our ability to

provide total access to all members of the Center. In order to ensure continued access to information technology, ALL devices must be properly connected to the server. Likewise, all technology devices which are requisitioned through the Center must be pre-approved by the OTCS. This is an effort to streamline duplication and obtain proper network inventory of all hardware, software and other technology-related items. All approved devices will be verified for proper security. The OTCS reserves the right to suspend access in order to preserve the integrity of the network. Our goal is to provide guidance and ensure that the Center's technological devices are secure and available to all faculty and staff.

E-MAIL USAGE:

All personnel who use the Southern University Ag Center's e-mail system are required to comply with this policy. All messages communicated through the Center's e-mail system, even personal e-mails, are sole property of the OTCS and are not the property of the employee or other personnel. If there is evidence that an employee is not adhering to the guidelines set out in this policy, the Center reserves the right to take disciplinary action, including termination or legal action.

The OTCS reserves the right to periodically inspect the contents and audit the use of e-mail access to ensure compliance with Center's policy. In addition, SU Ag Center reserves the right to deactivate an authorized account when the user is no longer associated with the Center.

Duty of care:

▪ Users must take the same care in drafting an e-mail as they would any other communication.

- Users are responsible for all activities originating from their account and for those utilizing their name or account ID. If a user has reason to believe that his/her user account or password has been compromised, the user should contact the Office of technology and communications services.

- The Center requests that users of SU Ag Center e-mail accounts frequently check their e-mail, notifying the Office of technology and communications services of any problems with accounts.

It is strictly prohibited to:

- Send or forward e-mails containing libelous, defamatory, offensive, racist, or obscene remarks. If you receive an e-mail of this nature, you must promptly notify your supervisor or the SU Ag Center office of technology and communications services.
- Send unsolicited bulk mail messages including, without limitation, commercial advertising and information announcements *(Louisiana Revised Statutes, Title 14 – Criminal Law, Section 73.6)*1.   Define "bulk mail." See appendix.
- Forge or attempt to forge e-mail messages.
- Disguise or attempt to disguise your identity when sending mail.

E-mail Disclaimer:

All e-mail messages must be appended with the following disclaimer: "The contents of this communication may be confidential and privileged. Unless you are the addressee or authorized to receive this communication for the addressee, you may not use, copy or disclose to anyone this communication or any information contained in this communication. If you have received this communications in error, please advise the sender by return e-mail and delete this communication."

Emails not pertaining to the Southern University Agricultural Research and Extension Center's business shall not be sent through the Center's e-mail system.

PASSWORD POLICY AND GUIDELINES:

The proper use of a secured, confidential password is the easiest and most effective security tool available. Passwords should not be divulged to other persons and must be changed on a regular basis.

General guidelines

The SU Ag Center Office of technology and communications services has been mandated by state standards, policies and procedures for passwords **(Louisiana Office of Computing Services IT STD-009, 03/28/2007)** as follows:
   • Your password must be at least 8 characters in length.
   • Passwords are case sensitive. Make sure that when you type your password, the **Caps Lock key** is not on accidentally.

Strong passwords contain at least three of the following:
 Uppercase letters A-Z
 Lowercase letters a-z
 Digits 0-9
   • Special characters such as "*?#$'-= and spaces
   • Use numbers and letters to create an imaginary license plate, such as 4Score&7 or 2BorNot?
   • Rather than using "words", create your own password using the first characters of words from a book, song, or poem. For example, "Icri12m!" is short for "I can retire in twelve months!"

Do Not:
   • use variations of your LAN id, HR#, or the word "password"
   • use the name of anyone or anything that can be associated with you (children, spouse, hobby, etc.)
   • use any personal information, for example: your initials, phone number, birth date, job title, social security number, organizational unit, etc.
   • use any of these spelled backwards.
   • use keyboard sequences, "qwerty" or the same letter repeated multiple times
   • use sample passwords from a book or article that discusses computer security. That includes examples from this page.
   • use a variation of an old password. A new password should differ significantly from the previous password in order to prevent someone from guessing a predictable cycle, e.g., Apple1a, Apple2b, Apple3c.
   • use any word that can be found in a dictionary, even with numeric suffixes (e.g., Payroll26)

If you have specific questions or need assistance in resetting your password, please call the Office of technology and communications services.

COMMUNICATIONS SERVICES

Whether you are providing information about your programs or services, recognizing high achievers and program supporters, disseminating educational materials on research findings or 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 message for the ultimate impact. The communications team boasts a combined experience of more than 30 years. It is our goal to produce print, electronic, and video products consistent with the high standards of the Southern University Agricultural Research and Extension Center.

PROCESSES/COMMUNICATIONS FLOW

To Use Our Services:

You must first contact our communications coordinator to arrange an initial planning meeting. Depending on your needs, our creative specialist or video production specialist may also be called to take part in the assessment and planning of a 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. Some projects may need to start planning as early as six months in advance while others may require four to six weeks, depending on the nature of work involved.

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

After the meeting and initial editing of content, 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 video or photographs, make photo suggestions, design and layout material; develop public service announcements, edit video production, and monitor the progression of your project from conception to delivery. We can help you plan complete promotional campaigns including newspaper ads, outdoor signs, and billboards, radio and TV spotcs for your special event or program, and media interviews. Should media interviews come after the word "potcs"?

Your project will be assigned an official job number and folder to hold drafts and correspondence pertaining to the project. 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.

For Print Publication:

All "publications" (video, electronic and print) will begin in an editing phase for writing, rewriting and approval by vice chancellor prior to designing. During the design and production phase, something as simple as a 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 along with printer specifications. If there are any changes, the client and the vice chancellor will check and sign in the appropriate place and revisions will be made. The client and the vice chancellor will be presented with a final draft for approval. If

there are no corrections or changes, the client and the vice chancellor will sign off giving approval to proceed with print production.

No job will go to final print or web posting without signature of the vice chancellor for research or vice chancellor for extension.

The printer specifications, will identify 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 SU System 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 quotes/bids; $2,000 and above requires 5 quotes/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.

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

The Communications Office will retain no less than 100 copies of printed materials for dissemination to media purposes, and state filing regulations.

Southern University Ag Center Logo:

There will be a uniform and consistent presentation of the Southern University Agricultural Research and Extension Center's print and electronic publications, materials, and products for

distribution. All materials and products prepared by faculty and staff of the Southern University

Ag Center will display the logo and identifier in accordance with the following procedures:

The Office of technology and communications services is responsible for assisting faculty and staff in using the Center's logo. Any questions concerning usage should be directed to the communications coordinator or creative specialist.

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

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

Example 1:

Font & Color

The font of the logo:

The **SU** is set in Gill Sans MT Condensed
The **Ag** and the **Center** are set in *Vladimir Script*
The **Southern University and the Research & Extension Center** are set in Futura T Book
Agricultural is set in Century School Book

Note: The official colors are PMS 540 (Blue) and PMS 142 (Gold) as shown in the pictorial detail on the "official colors" shown below.

The SU is set in
Gill Sans MT Condensed

The *Ag* and *Center* is set in
Vladimir Script

The Southern University,
and Research & Extension
Center is set in
Futura T Book

Agricultural is set in
Century School Book

The official colors are PMS 540—Blue
and PMS 142—Gold.

USAGE:

The logo files can be requested from the Office of technology and communications services, via phone, email, or web access. The logo type **CANNOT** be altered or rearranged in any of its elements. The logo **MUST** always be crisply reproduced from authorized proofs – from a CD-Rom/Disc provided by OTCS.

1. *The logo must include all elements, the border, text and logo type.*
2. *The logo must be proportionate when re-sizing it to fit individual needs. Its horizontal and vertical proportions must remain intact. The logo cannot be distorted. If distorted, it is **not** the official logo.*

Color Treatment:

In a one-color project, the logo can be used in all Black (grayscale) format. In a two-color project, the logo must be used in its two-color format, Pantone 540 (Blue) and Pantone 142 (Gold). 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. There is one official version of each of the following: letterhead, envelopes, and mailing labels. Business cards will be printed on 80lb paper with Classic Laid Cover— Avalanche White.

Tag Name/Tag Line:

We are the Southern University Ag Center, while our official name is the Southern University Agricultural Research and Extension Center. We operate through the SU System and the Louisiana Cooperative Extension Service. We are to project at all times a single, unified image and identity. Our people and programs are to be identified as being from the Southern University Ag Center in all public references.

Ag Center is two words, when used as the "Southern University Ag Center". The "Ag" and "Center" must be written separately as two words.

The official tagline of the Southern University Ag Center is "Linking Citizens of Louisiana with Opportunities for Success" as listed below:

PUBLICATIONS:

Brief Introduction:

Periodically, scholarly information is published in scientific journals within the author's respective discipline. Some information may not be appropriate for publication in these journals because it is too localized or it simply reports the progress of on-going project activities. In addition, a scientist may want to reach a larger, less technical audience than could be reached through scientific journals. Therefore, the Agricultural Research and Extension Center facilitates the dissemination of scientific information through the publication of technical bulletins, research reports, research newsletter, and special publications. The Center presents a set of guidelines for a smooth publication process. Four types of publications are identified. Procedures useful in publishing the various types of publications in the Agricultural Research and Extension Center are described.

TYPES OF PUBLICATIONS

Technical Bulletins:

Description: Technical Bulletins are the most detailed and technical of the research publications. A Technical Bulletin contains information comparable in quality to that found in scientific journals. Manuscripts suitable for publication as Technical Bulletins are those that are too long and comprehensive for a journal, or that may be too localized to appeal to a national or regional audience. This publication generally includes: a) an introduction and problem statement, b) objectives, hypotheses or research question, c) literature review, d) description of research methods, e) presentation and discussion of results, f) conclusions and implications, and g) references. Manuscripts are reviewed internally and externally when appropriate.

Preparing the Manuscript or Curriculum: Manuscripts submitted for publication as Technical Bulletins are prepared in much the same way as those submitted to a journal: typed on one side of the page, double spaced, and with large margins for review comments. The manuscript should not exceed twenty (20) pages, except in rare occasions. Tables, figures and charts should be included in the body of the manuscript.

Author and Funding: An author of a manuscript is defined as one who takes intellectual responsibility for the research reported. The list of authors should include those who actively contributed to the overall design and execution of the research. A short notation at the bottom of the first page should identify the author(s) and acknowledge all funding sources.

Anticipated Audience: Research scientists, extension specialists and general publics

Research Reports:

Description: Research Reports allow for the timely publication of information that is less technical and less research-oriented than the technical publications. Research Reports include progress reports on current research, preliminary results that can be put to immediate use, and compilations or reviews of other research. Though less technical than Technical Bulletins, Research Reports are critically reviewed to determine the need for the information and its scientific value. Routine progress reports are not published as Research Reports.

Preparing the Manuscript: See Technical Bulletins. Manuscript should not exceed five (5) pages, except in rare occasions.

Author and Funding: See Technical Bulletins

Anticipated Audience: Extension county agents, community leaders and decision-makers, research scientists, extension specialists, and general publics.

Research Newsletter:

Description: The Research Newsletter is a popularly written publication about the accomplishments of the research and/or extension program area(s). It is published bi-monthly. Articles prepared for the Research Newsletter will be two to three pages long and may be abbreviated versions of manuscripts that have appeared in journals, as Technical Bulletins, or Research Reports.

Preparing the Article: Use the following guidelines for preparing articles: Articles should not exceed two (2) pages doubled spaced, except in rare occasions.

a. Use a topic that is catchy and easily understood
b. Present a strong rationale for any subject pursued
c. Describe methodologies in very simple terms
d. Accomplishments
- *Results should be presented in a manner that is understood by a non-scientific audience*
- *Generate colored photographs to support findings and methodologies*
- *Impacts should be strongly emphasized i.e. social, economic, etc.*
- *Use simple charts and tables where appropriate*
- *Use only simple descriptive statistics*

e. Conclusions and implications
f. References

Author and Funding: See Technical Bulletins

Anticipated Audience: See Research Reports

Special Publications:

Description: Occasionally, the research scientist and/or extension specialist will publish information that is not suitable for a Technical Bulletin, Research Report or Research Newsletters.   Such special publications may include symposium proceedings, a list of publications, reviews of research, a review of information on a given subject, or fact sheets. Though not subject to a vigorous scientific review, special publications should reflect the nature and purpose of a research and/or extension program in the Center.

Preparing the Manuscript: While some creativity is suggested in preparing special publications, it is recommended that the following guidelines for preparing articles be used: Articles should not exceed five (5) pages, except in rare occasions.

    a. Title of Article
    b. Author's name and contact information (telephone, email, fax, etc.)
    c. Overview and/or description
    d. Purpose of information
    e. How to use information
    g. Social or economic impact
    h. Conclusions and implications
    i. References

Author and Funding: See Technical Bulletins

Anticipated Audience: See Research Reports

Manuscript Review and Submission:

Manuscripts prepared for publication should be reviewed by peers in the scientist's respective research program areas and, where appropriate, extension persons should be included in the review process. In the case of Technical Bulletins, external reviews will be sought. This review will be directed through the Center's Communication Specialist in the Office of technology and communications services. Upon review, the manuscript is then submitted to the Publication and Editorial Committees for further considerations and editorial decisions.   Initial submission should include 1) contact information, 2) use of Microsoft Word, 3) use two column text, 4) use 12 point font size, and 5) use Times Roman font. Guidelines regarding submission schedules for the various types of publications are described.

  a. **Technical Bulletins** are published bi-annually in October and April. Submissions are to be received by the Publication Committee one month in advance of the publication period.
  b. **Research Reports** are published bi-annually in March and September. Manuscripts are to be submitted to the Publication Committee one month in advance of the publication period.
  c. **Research Newsletters** and **Special Publications** are published bi-monthly beginning May 2002. The Publication Committee is to receive manuscripts one month prior to publication.

Style of Manuscript: All Technical Bulletins published by the Center will conform to the style and format outlined in the guidelines. The preferred sources on specific questions of style will be <u>A Manual of Style</u> (University of Chicago Press, 13th Edition) and the <u>Council of Biological Editors Style Manual</u> (CBE, Inc., 5th Edition). <u>Webster's New Collegiate Dictionary</u> will be the primary source of spelling and word usage.

Citation: When referencing materials in the text, the author should use the "name and year." or Harvard system described in <u>A Manual of Style and the CBE Style Manual</u>. In this system,

authors are referred to in the text by their last names and the year of publication. Thus, Williams (1983) or (Williams 1983); Mellad and Eubanks (1983) or (Mellad and Eubanks 1983); Brown et al. (1983) or (Brown et al. 1983). Et al. is used when a group of four or more authors is cited.

All references should be listed alphabetically at the end of the text. All Center publications will conform to <u>A</u> <u>Manual</u> <u>of</u> <u>Style</u> <u>for</u> <u>Bibliographic</u> <u>Forms</u>. References to journal articles shall include author, year of publication, title of article (capitalized in sentence style), title of journal (underlined), volume and page numbers. An example is below.

Rawls, Willie J. 1995. Cluster analysis of student's interest in work-traits related to careers in the agricultural sciences. <u>NACTA</u> <u>Journal</u>, 35 (February): 54-57.

Book entries shall include author, year of publication, title (sentence capitalization and underlined), city of publication and publisher. An example is provided.

McGee, Bernestine. 1999. <u>Nutrition</u> <u>Intervention</u> New York City: Paul Publishing Co.

Authors should refer to <u>A</u> <u>Manual</u> <u>of</u> <u>Style</u> for other bibliographic reference forms.

Publication Management:

Editorial Committee: This committee has oversight responsibilities for all Center publications and is responsible for final editorial and printing decisions. The committee   is comprised of the Chancellor or his designee, the Center's research and extension administrators or their designees, the Center's Director of Technology Services and the Center's Communication Specialist. An Editor will be named as a member of the committee in the future. In the meantime, external editorships will be sought.

Publication Committee: The membership of this committee is comprised of research and extension faculty and staff. The research and extension administrators of the Center appoint members with endorsements by the Chancellor. The role of this committee is to review peer reviewed manuscripts consistent with publication guidelines.   Appointees coordinate peer reviews of research and/or extension manuscripts and submit conclusions to the Publication Committee for further action. Final work of this committee is transmitted to the Editorial Committee for editorial and printing decisions.

Initial manuscripts prepared by research and extension faculty and staff are to be submitted to the Center's Communication Specialist of the Editorial Committee. The communication specialist disseminates manuscripts received to appointees of respective research and extension areas for peer review. Results of peer reviews are to be submitted to the Publication Committee for further action.

Manuscript Printing and Dissemination:

The Agricultural Research and Extension Center assumes responsibility for printing Technical Bulletins, Research Reports, Research Newsletters and Special Publications. The author reviews the manuscript before publication. Upon reviewing and editing, the manuscript is ready for printing. The author reviews the page proofs, a draft of the tables, figures and text, as they will appear in the final document. The author checks for misspelled words, typos, and other errors. The Editorial Committee makes the final decision with regards to printing.

Printed materials are disseminated through appropriate outlets including individuals, groups and change agents in the state of Louisiana, and other places. Further, printed materials are catalogued and stored in the Center for use upon request.

Agricultural Research and Extension Center

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                      Bridget Udoh, Communications Specialist

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Adell Brown, Jr., vice chancellor, research
Wanda Burke, director, SCRI
Oscar Udoh, coordinator for planning and evaluation
TBA, communications coordinator

Note: the core committee will identify Ad hoc committee members as needed.

Appendix

Go the Southern University AgCenter's website for up-to-date policies and procedures