

WISE Document Review and Approval Policy

IDENTIFIED NEED

Communications review of key written materials (e.g., publications, fundraising materials, grants, flyers, catalogs) to ensure that punctuation, grammar, graphics, content, and formatting are accurate and consistent, and reflect well on WISE and on Assumption College.

REASONS FOR REVIEWING MATERIALS

Sloppy, incorrect, or not-well-written communications reflect badly on WISE.

Confusing, ambiguous, contradictory or incorrect data or other information conveyed in communications will cause confusion and disseminate misinformation. Avoiding this requires review to ensure that data and information are consistent across documents.

Communications are important in support of marketing and fundraising efforts. Presenting a consistent image of WISE helps ensure that anything in writing or in the media is immediately recognizable as from WISE.

This process will enhance writers' pride in knowing their products are top quality.

TYPES OF WRITTEN MATERIALS TO BE REVIEWED

- President's Blog
- WISE Bulletin
- Fall and Spring Course Catalogs
- Special Events Flyers
- Fundraising materials
- Marketing and public relations materials
- Use of WISE logo and other identification marks
- Grant proposals
- Other documents as appropriate

REVIEW AND APPROVAL METHODOLOGY

Create a **Documents Review Group** (DRG) with one member as coordinator to (1) ensure the process runs smoothly and (2) assign new documents to a DRG member or another person for review. The coordinator will work with other members who agree to serve as additional reviewers. The DRG will be part of the Communications Committee whose chair will appoint the coordinator. The coordinator will select the DRG editors.

MATRIX

(N.B. Deadline for communications review is 48 hours)^

NAME/TYPE	PREPARER#	FIRST REVIEWERS# (primarily for content)	COMMUNICATIONS (CRG) REVIEWER	APPROVER of FINAL COPY#
Marketing & Public Relations Materials	Outreach Committee	Director	Member, DRG	President
Grant Proposals	Varies	Director & Outreach Chair	Member, DRG	President & Director
Catalog	Office Staff	President	Member, DRG	Director
Special Event Flyers	Spec. Events Committee/ Office Staff	NA	Member, DRG	Director
Fundraising Materials	Varies	Director & Outreach Chair	Member, DRG	President & Director
Bulletin	Editor	President and Director	Member, DRG	Comms Comm Chair
President's Blog	President	Director	Member, DRG	Comms Comm Chair

^This time frame may be extended if significant content issues need to be resolved.

Person responsible may select a designee if necessary.

Revision –

Communications Committee Approval: 18 May 2016

Strategic Planning Committee Approval: 5 October 2016

Approval and Adoption of Policy by WISE Council: 11 October 2016