



To: University Council Members
From: Wilsie Bishop and Jane Jones
Creative Services Steering Committee Chairs
Date: June 4, 2018

Attached you will find a revised copy of the University Services policy approved by this body on February 2, 2017. Since that time, a very dedicated group of university leaders have been working together to implement all aspects of the policy.

While we have gotten to know each other better and made some improvements to our processes, in the end, a mandated collaboration of offices is consuming more resources than individual units operating independently. Therefore, following strategic discussions with Dr. Means, Dr. BJ King, Dr. Noland and the Steering Committee, we will discontinue operating as a Creative Services collaborative effective July 1.

The attached policy and procedures is a revision of FP-39 "Policies and Procedures for Creative Services." The proposed revision to FP-39 retains critical elements of the creative services collaboration and policy it created, and defines that:

1. Department of Biomedical Communication will return to its role as a support unit for the Quillen College of Medicine and the University Physicians Practice. They will be responsible for all design, print, promotional items, and advertisements for QCOM and its affiliates only.
2. University Relations and the Office of Identity will continue to be responsible for approval of all aspects of Identity/Branding for the entire University and assignment of ETSU (formerly TBR) publication numbers
3. University Relations will be responsible for project management and design for all other units at the University, and preparing projects for bids.
4. ETSU Post Office will continue to process all bulk mailing for the University; provide some defined printing, e.g. envelopes; and manage the bid process for print materials for projects other than those being developed by Biomedical Communications.
5. Charging for design work will continue regardless of office involved.
6. e-Bucs will become the mechanism for paying for printing and other services for all university offices except those being served by Biomedical Communications.
7. Biomedical Communications will continue to use, but rename, the Creative Services web platform modified for this revised structure
8. A new vendor will be identified for Business card production by July 1.

We will be happy to answer questions at the meeting on Monday, June 11.

Thanks.