

# Creative Services

- Policy first brought to IUC pm 7/11/16 with an update on 9/12/16
- IUC discussion and 30 day review comments
- Returned to working group
  - Input from IUC
  - Comments reviewed/grouped/action items identified



# Actions Taken

- Focus group of academic stakeholders (9/27)
  - William Duncan
  - Heidi Ehle
  - Susan Epps
  - Karen Heaton
  - Stephen Marshall
  - Kelly Porter
  - David Roane



# Actions Taken

- Reviewed notes from Focus Group and grouped concerns
- Revised policy to address major concerns brought up from:
  - IUC
  - 30 Day Review
  - Focus Group



# Major Revisions

- Removed unnecessary statements which described process or regulation rather than being specific to this policy, e.g. specifics on mail processing, IRS regulations on promotions, etc.
- Addressed concern related to posters and other academic products through an exemption section (see Article III)



# Major Revisions

- Removed language that was focused on the website platform, but was not policy
- Added language to clarify the ability of units to bring design ready products to the website platform
- Added language that was more customer focused with emphasis on the interactive nature of the production process



# What Was Not Changed

- Plan to bring Biomedical Communications, University Relations/Identity, and ETSU Postal Services into a collaborative relationship under the umbrella title of Creative Services
- Any existing University policies related to compliance with ETSU Identity Standards
- Any state or federal regulation
- Use of the Creative Services web platform for processing identity, design, print, and mail production across campus (conducted Preview Users Focus group – L. Cutshaw, T. Mottern, D. Roach, S. Williams, K. Buchanan, D. Pittarese, S. Russell, J. Rice)

