

Publication Guidelines

We ask that you help us to produce publications that will produce results by following these steps:

1. Tell us who your target market is. Please provide us with as much information as possible, including the age group, income group, residential location, education level, etc.
2. Establish a publication date for your catalog as early as possible and communicate that date in writing to the Director of Communications.
3. Confer with the Director of Communications to determine the number of pages for your publication (pages should be figured in multiples of four).
4. Contact the Communications Department and schedule a turn-over meeting eight to ten (8 - 10) weeks prior to your projected publication date.
5. At the time of your turn-over meeting, please be sure to bring the following:
 - a. An outline of the divisions for classes/courses to be included in the catalog. (e.g., “Career Development,” “Personal Financial Literacy,” “Culinary Arts,” etc.)
 - b. A complete list of all classes/courses that are to be advertised in the catalog and what division they fall under.
 - c. Complete information on all classes, including:
 - Suggested class/course name;
 - Overall length of class/course and the number of sessions (i.e., 18 hours, 6 sessions);
 - A complete description of class/course (the more information, the better);
 - The benefits the class/course will provide to those who take it;
 - The class/course ID number;
 - The campus location for the class/course;
 - The days/dates and times the class/course will be offered;
 - The instructor’s name;
 - Whether or not the class/course is limited to a specific number of students and if so, what that number may be. (If you are unable to present all of the information at the time of the meeting, please indicate a date when it will be provided.)
 - The amount of space the class/course should be allocated in the catalog.
 - d. Information (bios, resumes) about the instructors and their credentials.
 - e. A list of any special blurbs or callouts that should be included in the catalog.
6. After the turn-over meeting, the Director of Communications will issue a production schedule which will include dates when text is to be completed and submitted to the department heads, the dates when the corrected and approved text is to be returned to the Communications Department, the dates when layouts will be submitted to and approved by the department heads, and the dates the final laser copies of the catalog will be submitted to the department heads. The schedule will also include dates for submission to the printer and the mailing services, as well as the projected in-home and online dates.

7. Text will be submitted electronically (in unformatted Word documents) to the department heads, and only in complete sections. This will help alleviate confusion.
8. When submitting text corrections, please do not rewrite the text. Indicate what needs to be corrected and supply the correct information for the text.
9. Layouts will be submitted to the department heads for approval during the time the text is being written/edited. The department head will direct all requests for alterations in person to the Director of Communications.
10. Laser copies of the publication will be submitted in totality to the department head, and ample time will be allocated for final corrections and comments. The department heads will approve the laser copies and submit them to the Director of Communications. Any further requests for amendments will be discussed at that time, and a second viewing of the amended laser pages will be arranged, if desired.
11. A digital copy of the catalog as it is being submitted to the printer will be provided to the department heads. Any corrections/amendments required at that time will likely entail an additional cost from the printer. However, should a correction or amendment be required, please direct the information — in writing — to the Director of Communications.

For further information, please contact: Jennifer Christopher, Director of Communications, Hudson County Community College, 201-360-4061 or email: jchristopher@hccc.edu.