

STANDARD X

Public Disclosure

Public Disclosure Task Force:

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PUBLIC DISCLOSURE

DESCRIPTION

The University of New Hampshire's policies and procedures governing public disclosure are overseen by University Relations. The mission of University Relations is "to build a climate of understanding of, and active support for, the University of New Hampshire among designated publics by promoting the goals and objectives of the University and enhancing the University's image as it strives to be an institution of excellent teaching, research, and public service." University Relations reports directly to the President.

Public disclosure at the University is accomplished primarily through publications and news releases. The Office of University Publications and the News Bureau, both part of University Relations, oversee this area of University activity. The mission of the Office of University Publications is to "effectively communicate the University's key messages to external audiences through the printed word and graphic design or other media to help achieve University goals, to coordinate these messages and make them appropriate to both the University and the audience."

Major Publications

The University's major publications are centralized, in budget and oversight, in the Office of University Publications. They receive the University's most stringent control, as will be described. They are:

- Undergraduate Catalog*
- Graduate Catalog*
- Thompson School of Applied Science Catalog*
- Admissions search piece
- Admissions viewbook
- Ten academic brochures for admissions use
- Scholarships and grants booklet
- Financial aid information brochure

The Office of University Publications initiates a full review of the University's major publications annually (biennially for the *Graduate Catalog* and the *Thompson School Catalog*).

Other Publications

Any publication, no matter how small, that is produced by the Office of University Publications at a department's request is assigned a University editor who checks the accuracy and completeness of information. Some 200 such publications funded by other units are edited and designed by the Publications Office each year. Most of these publications are reviewed annually as well. With other, less frequent, publications used by departments around campus, the Publications Office periodically reminds the departments that updating might be in order. Representatives of the Office of University Publications also send information to, or meet with, the faculty of academic departments about the criteria used to meet the standards for UNH publications.

Student publications do not fall within this process, as they are considered to be publications by students for students, not official publications. However, should a student group wish to address an off-campus audience, in accord with University policy, it must have its mailing approved before it is authorized for distribution to businesses or other nonstudent audiences.

Some large units of the University have staffs of professionals who produce their own publications. They are mentioned briefly here.

The Division of Continuing Education (DCE) has its own staff for marketing and promotion. The Office of University Publications staff meets with the DCE staff periodically to assure consistency of information between the DCE Bulletins and the University catalogs. The DCE staff also checks all academic information with the Registrar's Office.

The University of New Hampshire at Manchester produces most of its own publications, since it offers a number of noncredit courses and courses from other University System institutions (Keene State College, Plymouth State College, and the College for Lifelong Learning). However, the Office of University Publications edits and produces the major Manchester publication, its catalog of academic credit courses.

Cooperative Extension has its own independent publishing operation. Appropriate publications from its office on campus and the ten county offices contain UNH Cooperative Extension's mission as it relates to the

University. Accuracy of information is key to all publications generated from those offices.

The combined **Marine Program** and **Sea Grant Program** have two full-time editors who produce all of their publications independently.

A few other units on campus have their own designated editors or information specialists who assume similar editorial responsibility except in matters relating to academic programs and University policy. The College of Engineering and Physical Sciences (CEPS), for example, has its own full-time editor who produces news releases, a newsletter, and occasional other materials. This editor checks virtually all of those items with the Office of University Publications or the News Bureau. When departments within CEPS need graduate student recruitment posters and flyers, they go to the Office of University Publications, except for some produced by departments. The Institute for the Study of Earth, Oceans, and Space has its own public relations assistant.

Some academic departments with desktop publishing capability produce small brochures or flyers for limited audiences. Every effort is made to give guidelines to the departments about the necessity for accuracy and clarity.

Media

Information for the media is overseen by the News Bureau. As outlined in the UNH Policy Manual, University policy requires adherence to standards of accuracy and fair portrayal in all news releases articles. Writers there work from a beat system that provides familiarity with their subject matter and covers every college and school. Each story is checked with the source (and other officials, when appropriate) before being distributed.

APPRAISAL

The University is committed to presenting information about itself to the public that is clear, consistent, complete, and accurate. To help assure this, long-standing official University policy states that the Office of University Publications "is responsible for all printed and publicly distributed publications, going to off-campus audiences, that pertain to academic

programs, policy statements, and major public events." In crime reporting, the University goes beyond the law by reporting more categories of crime than are required and by reporting crimes within the town of Durham as well as those reported on campus.

Catalogs

The University has three academic catalogs in which it describes itself consistent with its mission. The University's Nondiscrimination Statement and the obligations and responsibilities of students and the institution appear in each of these publications. In the Office of University Publications, two editors are chiefly responsible for the catalogs and oversight of academic information.

The *Undergraduate Catalog* is produced annually. All academic information is verified by the respective departments and also by the dean of the college or school in which each department resides. Any significant change in information about courses or *any* change in course requirements or credits or fees must pass through a formal, written, approval process that begins with the department chair and proceeds through the dean of the school or college, the Provost, and the Registrar before being accepted by the catalog editor. Other University units (admissions, financial aid, student services, Registrar's Office, and the like) also verify information about their areas each year. After changes and updates have been made to the catalog, departments and deans' offices approve proofs. Both the Director of Publications and the Associate Vice-President for University Relations also see the catalog before it is sent out for printing.

Courses listed in the *Undergraduate Catalog* are flagged if they have not been offered in the past three years. Some departments also indicate "fall semester only," "summer session only," "taught in alternate years," or the like. The *Graduate School Catalog* flags courses also, and the school is further recommending that departments drop from the catalog any courses not offered in the past three years. The *Thompson School Catalog* does not include such courses. Exact information about course offerings is published in the *Time & Room Schedule*, which is produced by the Registrar's Office each semester and contains only the courses offered that semester. Each student receives the *Time & Room Schedule*.

The *Graduate School Catalog*, produced every other year, follows the same approval process as the *Undergraduate Catalog*, with the addition of very close attention by the Associate Dean of the Graduate School. A similar process occurs for the *Thompson School Catalog*, which is also produced every other year. The rigorous checking procedures developed and maintained over the years allow little room for error.

Faculty listings in the catalogs are prepared by the Office of Institutional Research in collaboration with departments and with the Personnel System. The *Undergraduate Catalog* contains the fullest listing. An official faculty list in the back of the book shows the departments and/or programs with which the faculty members are affiliated, whether they are full- or part-time, degrees held and institutions granting the degrees, and year of hiring at UNH. Adjunct faculty members are identified as such. Cooperative Extension educators and Faculty Emeriti are listed separately. In the Graduate School and Thompson School catalogs, only the faculty members who teach in each school are included.

It is not possible to indicate in the catalogs all personnel not available during a given academic year, since sabbaticals are not all arranged when the catalogs go to press. The *Time & Room Schedule* supplies, for most courses, the name of the faculty member who will be teaching. All catalogs also list the University's principal administrative officers and members of the Board of Trustees.

The statements about the University's accreditation by the Commission of the NEASC are in accordance with the association's guidelines. Other accreditation is not frequently mentioned, but when it is, it is brief and in accordance with the wishes of the accrediting agency.

Publication of the University's Mission

The University's mission underlies most major publications, even when not stated in its entirety. In the *Undergraduate Catalog*, each school or college states its mission and objectives within the larger mission of the institution. The mission is a theme running throughout the admissions viewbook, in simpler language, beginning in some years with the front cover quote. Based on this standard, the Publications Office intends to add the mission statement to the next issues of the *Undergraduate Catalog* and the *Graduate*

Catalog, after the new statement receives full approval of the Board of Trustees.

Other information

Some of the following listed information appears in a variety of publications, where appropriate, but the most detailed information appears in the publications noted here.

Expected educational outcomes:
catalogs and viewbook

Admissions requirements, policies, and procedures:
catalogs and viewbook

Credit transfer policy:
catalogs and viewbook

Student fees, charges and refund policies:
catalogs, viewbook, bill payment flyer, *Time & Room Schedule*

Institutional policy on attendance and withdrawal:
catalogs, *Student Handbook*.

Academic programs, current courses, and other opportunities:
catalogs, viewbook, academic brochures, *Time & Room Schedule*

Academic policies, procedures, and degree requirements:
catalogs, *Student Handbook*

Rules and regulations for student conduct:
Student Handbook

Because of the growth of desktop publishing, unofficial publications may sometimes contain information that is inconsistent with official policies and procedures. The Office of University Publications has provided posters and brochures about the approval process for University Printing Services to use in informing offices that use their services. The director of publications meets from time to time with deans, department chairs, and program directors to encourage fuller review of such small publications. The Office of University Publications also sends a letter and an information booklet, *Getting into Print*, to all departments and to newly hired faculty and staff members.

The University's Computing and Information Services (CIS) provides information, computing resources, and consulting on desktop publishing. A staff oversees the Desktop Publishing Center where computers and software are made available to members of the University community. CIS works in conjunction with the Office of University Publications to ensure that documents produced through the center are consistent with University standards and policies. Documents produced in this center that are intended for off-campus distribution are referred to the Office of University Publications for review and approval. When students attend the center's short courses, instructors inform them about the University's policies regarding publications.

The Office of University Publications conducts on-going evaluations of its activities, and engages in regular planning to assure that its responsibility is fully discharged.

Student Recruitment Publications

All undergraduate admissions and financial aid publications are the responsibility of one editor who works closely with the offices of Admissions and Financial Aid. Having one writer/editor assigned to these publications assures the consistency of all such information. There is no admissions video.

Enabling students to make informed decisions about their education is an overriding goal of the admissions publications. Straightforward facts that speak for themselves is the chosen mode. The comment frequently received by the Admissions Office staff, and one of the ones they most value, is that the genuineness and honesty of the UNH admissions viewbook stand out from the more marketing-oriented admissions publications produced by many institutions. Undergraduate students who work with the Admissions Office (giving campus tours and participating in information sessions for prospective students) also are consulted about these publications each year to assure their integrity from the viewpoint of current students. Fair portrayal of the institution is also a prime consideration in photography as it is used in all University publications.

The items of information listed in criterion 10.6 of this Standard are provided to prospective students in the viewbook and the ten academic brochures produced for the Admissions Office. Some of the information is

also included in the catalogs and in brochures about specific majors or fields of study. A more detailed report of the student body is prepared each semester by the Office of Institutional Research. The *Undergraduate Catalog* lists enrollment statistics for the current year and each of the preceding three years by male/female, class, school or college, and degree or program.

Broad claims about success in placement are not made in publications, since studies show that nationally only about 10 percent of all graduates find their first jobs from campus interviews. Similarly, statements about success of graduates are too general to use in University publications. We are, however, apt to use graduates' own statements about their success and the relationship of their experience here to that success.

Each year the Career Services office sends a survey to all of the last year's graduates. The response rate is usually about 25 percent. That information is distributed to the academic departments, and a summary of the information is provided to the deans. The information is also placed in binders and put out for public use in the lobby of the Career Services Office.

Achievements of faculty are referred to in specific terms, such as "two Pulitzer Prize winners, several Guggenheims," or in terms of percentage of faculty holding Ph.D.s or terminal degrees. Specific accomplishments of individual faculty members may also be mentioned. Program excellence is usually addressed in publications through concrete information or by using quotes from individuals whose opinion would be relevant. The News Bureau produces releases about various faculty accomplishments, which are checked for accuracy with the faculty member and department chair or dean as appropriate.

Availability of Information

Public libraries in the state are routinely sent new copies of the catalogs and the admissions viewbook, as are all high schools in New Hampshire. Requests for these and other publications are promptly responded to. A newsletter sent twice a year to high school guidance counselors also keeps them informed of relevant information. Prospective students are sent a mailing (the admissions search piece) stating the availability of information and a response card for their use in requesting the information.

The audited financial statement for the University is part of the audited annual report prepared for the entire University System of New

Hampshire. That statement is on file in Dimond Library for anyone to read. Copies are sent to trustees, principal administrators, and anyone requesting the information. Financial, enrollment, and other information is also provided by the University System Office in an annual *Fact Book* that is supplied to the state library and campus offices.

PROJECTION

As a result of the accreditation self-study process, the full University mission statement will be inserted in University of New Hampshire catalogs and efforts will be made to publish the mission more widely.

Desktop publishing capabilities that now are available through standard office equipment create an expanding situation with its own strengths and weaknesses. To address one of the weaknesses--the potential for occasional slight inconsistencies between an institution's major publications and small, departmentally generated ones--the Office of University Publications will continue to take the steps previously mentioned in the "Other Information" section above and will continue to seek new ways to help in this regard.

SELECTED SOURCES

- "Academic Brochures for Admissions Use." (File) Durham, NH: UNH, Office of University Publications, 1993.
- "Admissions Search Piece." Durham, NH: UNH, Office of Admissions, 1993.
- Admissions Viewbook*. Durham, NH: UNH, Office of Admissions, 1993.
- Bulletin for the University of New Hampshire at Manchester*. Manchester, NH: UNHM, 1993.
- Bulletin of the University of New Hampshire: Division of Continuing Education Bulletin*. Durham, NH: UNH, Office of University Publications, 1993.
- Bulletin of the University of New Hampshire: Graduate Catalog 1993-95*. Durham, NH: UNH, Office of University Publications, 1993.
- Bulletin of the University of New Hampshire: Thompson School Catalog*. Durham, NH: UNH, Office of University Publications, 1992.
- Bulletin of the University of New Hampshire: Undergraduate Catalog 1993-94*. Durham, NH: UNH, Office of University Publications, 1993.
- Financial Aid at the University of New Hampshire*. Durham, NH: UNH, Office of Financial Aid, 1993.
- Getting into Print*. Durham, NH: UNH, Office of University Publications, 1992.
- "Report on Enrollment." Durham, NH: UNH, Office of Institutional Research, 1993.
- Scholarships and Grants at the University of New Hampshire*. Durham, NH: UNH, Office of Financial Aid, 1993.

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Selected Issues of *The Campus Journal*. (File) Durham, NH: UNH, University News Bureau, 1993.

Selected Issues of *The New Hampshire*. (File) Durham, NH: UNH, 1993.

Student Handbook. Durham, NH: UNH, Division of Student Affairs, 1993.

Time & Room Schedule. Durham, NH: UNH, Office of the Registrar, 1993.

University of New Hampshire Mission Statement. Durham, NH: UNH, 1977.

University System of New Hampshire Fact Book. Durham, NH: UNH, Office of Institutional Research, 1993.

University System of New Hampshire Policy Manual. Durham, NH: USNH, 1993.