COM-FSM Publications Standards Manual

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A. The Purpose of the *COM-FSM Publication Standards Manual*

The College of Micronesia-FSM system consists of six unique campuses with academic programs, offices, and sponsored programs at each location. Each unique facet of the college has a specific task to fulfill the college's mission. As a result, policy is needed to align all publications initiatives to be recognized as originating from the college. Guidelines for publications will need to be adhered to in order to meet the college's brand name and mission to all stakeholders.

The College of Micronesia-FSM Publication Standards Manual sets the writing and graphic standards for all internal and external college publications—both digital and print. This *Manual* will assist writers and editors from the college in producing effective material.

B. Standards that Govern Use of Graphics in COM-FSM Publications

The College of Micronesia-FSM specifies Graphics Standards to maintain consistency and quality in its image to its stakeholders and the public at large. The Graphics Standards will:

- Easily identify the college in publications
- Eliminate confusion from the use of various seals and type settings
- Demonstrate unity and organization
- Establish the college as a professional organization

The Graphic Standard defines the use of the college seal, the official colors of the college, the type of fonts and sizes to be used in publications, and the college's photo policy.

All graphics and templates discussed in this manual can be found on the college's website at http://www.comfsm.fm/?q=Publications-Manual

1. The Proper Way to Use the COM-FSM Seal
The seal of the College of Micronesia-FSM is as shown and cannot be altered in any way. It must be used in a size *at least* 1.5 inches across.

Figure 1. The Official COM-FSM Seal

As a point of reference, the seal printed at the left is 3 in. across.

The seal of the College of Micronesia-FSM is a circular graphic with elements that symbolize different aspects of the college and the region it serves. These elements consist of the following:

- a canoe in blue, sailing on a blue ocean, with white arching lines as waves and with four stars outlined in blue
  in a white sky;
- the words "COLLEGE OF MICRONESIA-FSM" in all capital letters, in the color white, in the font Arial arched upwards in the top hemisphere, where the left of the bottom hemisphere will have the circular graphic from the state flags of Yap, and Chuuk respectively;
- the words "April - 1993" in all caps, in the color white, in the font Arial with a right drop shadow in blue;
- the circular graphic from the state flags of Pohnpei and Kosrae respectively.

When printed in color, the college seal must be in COM-FSM Blue and COM-FSM White (official college colors are defined on page 8 of this manual). Use of the college seal in black and white (where all the COM-FSM Blue is replaced with black) is permissible for internal documents in which the seal is copied or scanned.

Dry Seal –transcript Gold
Certificate of enrollment, SS, dry seal…EMBOSS

For print material always use a high definition version of the seal. When printing the seal, use resolution of 150 dpi or higher. This level of resolution will prevent the seal from being pixelated or blurred during the print process.

2. How to Use the College Letterhead

The official college letterhead will adhere to the style guidelines to render it an official document. Communications printed on college letterhead can only be official if it meets the requirements described in this style guide. Copies of official memos are deemed copies and do not carry official bearing.

A [template](#) of the letterhead is available via the college's [website](#) in such manner that the user will be able to alter the contact information and the office/department name. See Figure 2 on the following page for an example of the letterhead.

The letterhead will:
* be in color (COM-FSM Blue)
* printed on Baronial Ivory stationary
* The body/content of the letter will be printed in black text
* The organization and formatting must match the prescriptions below.

A. The college seal must be in color and printed at 1.5 inches squared
B. The college name will appear in all caps, in COM-FSM Blue, in the font Garamond, and in size 18.
C. The address of the campus will be printed in COM-FSM Blue, in the font Garamond, and in size 10.
    a. The address will consist of 3 lines only
        i. First line will read "P.O. BOX ###, Town, State
        ii. Federated States of Micronesia Zip Code
        iii. College web address: www.comfsm.fm
D. The space of which the address appears will be 0.59 inches from top to bottom.
E. The contact information will appear in COM-FSM Blue, in the font Garamond, and in size 10.
    a. The phone number(s) will appear on the left as pictured
    b. The fax number(s) will appear on the right
F. The office name will appear in this location in the color COM-FSM blue, the font Garamond and in size 8.
G. The footer will have the words "Accredited by the Western Association of Schools and Colleges" printed in the color COM-FSM blue, the font Garamond and in size 10.
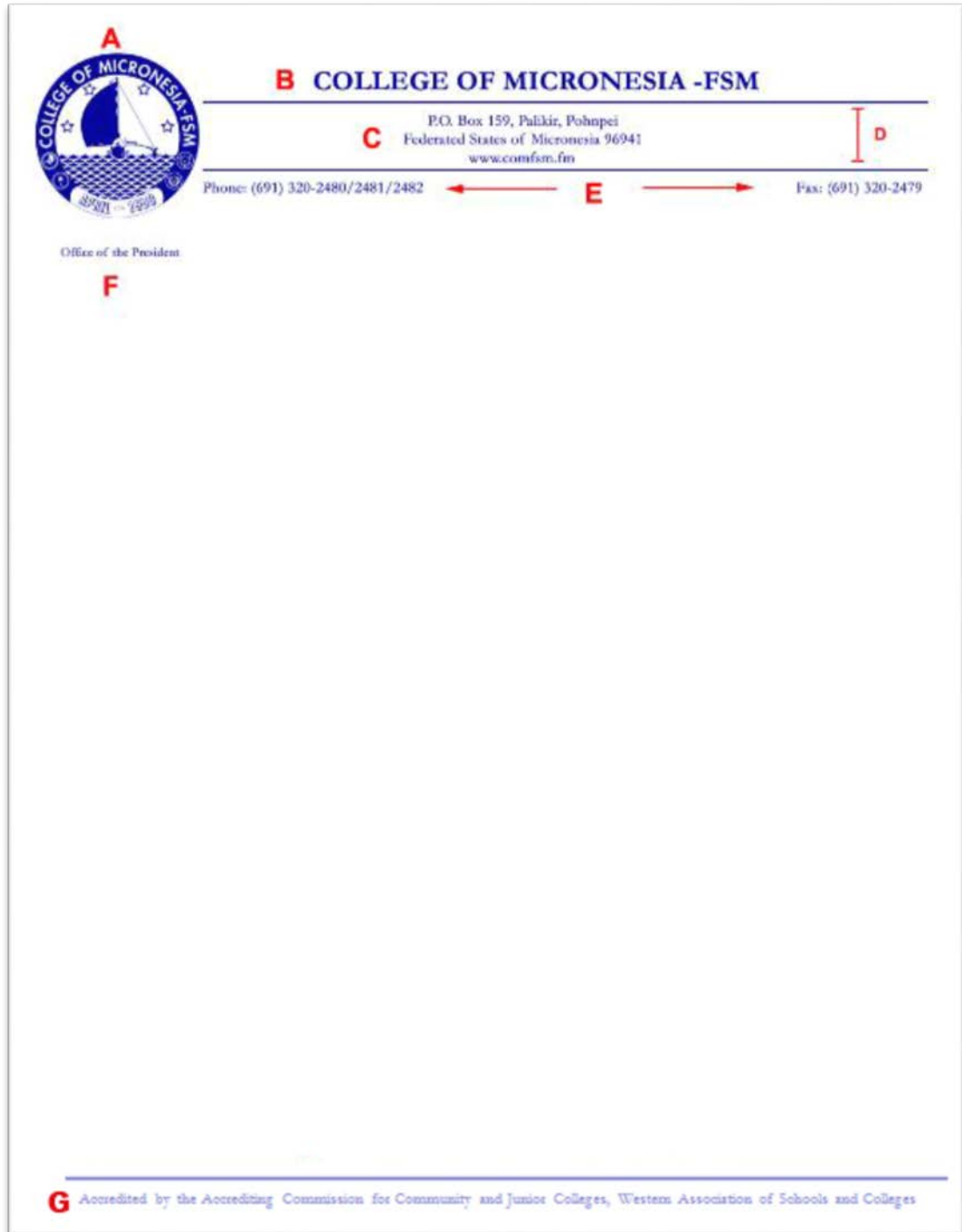
Figure 2. An Example of COM-FSM Letterhead.

3. Official COM-FSM Colors

COM-FSM specifies two official colors for use in its publications. The table below defines these colors in terms of values in the various color systems.

Table 1. Official Color Values at COM-FSM

Color	Pantone	WEB	CMYK	RGB	LAB
COM-FSM Blue	Blue 072 C	#000099	C: 100% M: 98% Y: 5% K: 6%	R: 0 G: 0 B: 153	L: 15 A: 47 B: -77
COM-FSM White	Opaque White has no Pantone No.	#ffffff	C: 0% M: 0% Y: 0% K: 0%	R: 255 G: 255 B: 255	L: 100 A: 0 B: 0

Note:

   Microsoft Word allows you to select the RGB value for COM-FSM Blue in font colors. (This entire note is colored in COM-FSM Blue.)
   1. **Select the text you wish to color.**
   2. **Click the down arrow on the font color icon on the font toolbar.**
   3. **Select "More Colors."**
   4. **Select "Custom."**
   5. **Fill in the RGB values for COM-FSM Blue.**

4. How to Select Fonts Types and Sizes

The official college type fonts are **Arial, Calibri, Cambria, and Garamond.** You must use these fonts in all formal college publications. Note that different fonts of the same point size can appear larger or smaller than others.

Table 2. Official College Fonts--COM-FSM[1]

Font	Example &Text Size (12 pt.)	Title/Heading Size (levels should display 4 pt. differences)
Arial	Type font	Type font (24 pt.) Type font (20 pt.) Type font (16 pt.)

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[1] The only exceptions would be for proposals or reports to external agencies that require specific fonts for submission.

Font	Example &Text Size (12 pt.)	Title/Heading Size (levels should display 4 pt. differences)
Calibri	Type font	Type font (24 pt.) Type font (20 pt.) Type font (16 pt.)
Cambria	Cambria	Type font (24 pt.) Type font (20 pt.) Type font (16 pt.)
Garamond	Garamond	Type font (24 pt.) Type font (20 pt.) Type font (16 pt.)
Note: different fonts of the same point size can appear relatively larger or smaller. For example, 12 pt. Garamond will seem smaller and more compact than 12 pt. Arial. You can use these differences to your advantage when designing a document.		

5. How to Use Photographs

Photographs can communicate with powerful effects and need to be used with some thought behind their design.

- All photos of the college must depict the college as a professional organization.
- Ideal photos used in COM-FSM publications will demonstrate the college fulfilling its mission.
- When using photos, always provide captions with identifying descriptions of people, places, or of the relevant subject matter being photographed.
- Avoid using photo-editing software or techniques that would falsely or inaccurately depict people, places or relevant subject matter being photographed.

C. Style Conventions That Govern COM-FSM Publications

In authoring documents at the college, follow the style guidelines below. (Adapted in part from earlier work of Professor Dana Lee Ling and Jonathan Gourlay)

1. Writing out Academic Degrees

When degrees are spelled out they should be presented in lowercase.
Example: bachelor's degree, master's degree, doctoral degree or doctorate.
If degrees are to be abbreviated do not separate the letter with periods (*AS, AA, BA, BEd, Ed D, MA, and PhD).*

> *Examples:*
>
> - *He earned an associate's degree in Agriculture.*
> - *The student received her associate of science degree in Marine Science.*
> - *She earned an AS degree in CIS.*
> - *She was accepted into the Associate of Arts in Liberal Arts program. (capitalize the official names of programs)*

2. Capitalizing Board of Regents

Board of Regents is capitalized when referring to college's governing body. Individual members are regents. Use BOR or board (lowercase) for second reference. Capitalize regent only as part of the board's formal name or when used before a name.

> *Examples:*
>
> - *We met with Regent Mary Figir.*
> - *Churchill Edward is a regent.*

3. Using College and Campus Names

When referring to the college as a whole, spell out the name as the College of Micronesia-FSM or abbreviate as COM-FSM. When using the abbreviated name of the college, do not add "*the*" before COM-FSM.

> *Example:*
>
> - *The College of Micronesia-FSM is a college*
> - *COM-FSM is a college.*

When specifically referring to COM-FSM by saying "the college," do not capitalize "college."
Example:

- *The college's accreditation was reaffirmed.*
- *The college is accredited by ACCJC.*

In referring to specific campuses of the college they are officially:

- *College of Micronesia-FSM Chuuk Campus*
- *College of Micronesia-FSM Kosrae Campus*
- *College of Micronesia-FSM Pohnpei Campus*
- *College of Micronesia-FSM National Campus*
- *College of Micronesia-FSM Yap Campus*

4. Following a Citation Style

Follow *The Modern Language Association (MLA) Handbook,* and the *American Psychological Association (APA) Manual* when citing outside material to be used in published works of the college. The use of other style manuals (for example, the Council of Science Editors (CSE) Citation Style) is allowed when they are required by the publication or organization to which the work is being submitted.

5. Formatting and Style

Titles	**Arial, Calibri, Cambria, Garamond, 24 pt.,bold**
Heading	**Arial, Calibri, Cambria, Garamond, 20 pt. bold**
subheadings	**Arial, Calibri, Cambria, Garamond, 16 pt. bold**
sub-subheading	*Arial, Calibri, Cambria, Garamond, 12 pt., italic*
Body text	Arial, Calibri, Cambria, Garamond, 12 pt., left justified.
• Bullets	Circular bullet, Arial, Calibri, Cambria, Garamond, 12pt.
Commas	Use a comma to separate elements in a series containing three or more elements.

	Use a comma to connect clauses that contain a conjunction (and, but, for, nor, yet, or, so). Commas will appear inside quotation marks.
Colons	Colons will appear outside a quotation, unless they are part of the quotation itself.
Margins	1.25" left, 1" for the top, right and bottom.
Numbers	Numbers are to be spelled out from zero through ten, and written out from 11 and greater unless referring to units of measure... A number leading a sentence will be spelled out. Academic credit hours will be written as numbers (example: 6 credits).
Page numbering	Page numbers will appear at the foot of a document at the center or right.
Percentages	The "%" sign will be used when expressing scientific, or numerical figures, otherwise it will be spelled out.
Time	Ante Meridian (AM) and Post Meridian (PM) will be abbreviated in uppercase without periods.
<u>Underline</u>	<u>A single line will be used when underling.</u>

6. Using the Terms Classes and Courses

In referring to classes and courses use lowercase, unless specifically referring to the proper name of a course.

Example:

- *I had a class in fundamentals of management.*
- *I'm taking BU 260/1 Fundamentals of Managemen*t.

7. Writing out Dates

Do not use a comma in writing out dates when only the month and year appear.

Example:

- *October 2013*

Do use a comma in writing out dates that include the month, date and year and to separate the date from the next element that follows it in a sentence.

Example:

- *It was made official on January 05, 2013, the day the announcement came out.*
- *The Board of Regents met from December 01, 2012, to December 04, 2012.*

8. Using the Terms Department, Division or Office

The terms department, divison, and office will be used to identify the subdivisions within the college. Department will be reserved for the administrative componets of the college (AS, EMSS, IA, and IEQA). The administrative side of the organization will be divided into offices, whereas the academic elements will be divisions. The exception to this would be the college's other campuses that fall under the purview of Instructional Affairs. They are campuses and not a division or an office, whilst housing divisions and offices.

Example of Departments:
- *Department for Adminstrative Services*
- *Department for Enrollment Management and Student Services*
- *Department for Instructional Affairs*
- *Department for Institutional Effectiveness and Quality Assurance*

Note: The naming of departments will be "for" and not "of" the respective unit.

The use of division and office will be lowercase unless identified in the formal name of a division or office.

Example:

- *The Division of Languages and Literature submitted its report.*
- *The divisions submitted their reports.*
- *The Office of the President requested a meeting.*
- *The president's office is sponsoring lunch.*

Use lowercase of the unofficial names of divisions or offices unless the division or office itself contains a proper name (for example, English division faculty):

Example:

- *Students in the math division did very well in the spring semester. (The proper name would be Math and Sciences Division)*
- *Joey's office wants the report today.*

9. Using the Term Email

When referring to electronic mail, it will be spelled in lowercase as "email" and without a hyphen

Example:

- *The email was received by the department.*
- *I wrote an email today.*

10. Using the Terms Webpage/Website

When referring to an online document found on the World Wide Web, it is to be called a "webpage". A collection of webpages found on a single server hosting the webpages will be called a "website".

Example:

- *The webpage contained the contact information I needed.*
- *The college's website has a webpage for each department.*

11. Using the Terms Online/Offline

When referring to the internet use the terms "online" and "offline" respectively without a hyphen.

Example:

- The document was found online and downloaded for offline use.

12. Writing Program Names

Capitalize program names when using their full titles.

Example:

- *The Bachelor of Education in Elementary Education Program graduated 20 students this semester.*
- *The bachelor's program is looking forward to graduating more students.*

13. Referring to Students

Refer to students of the college as "COM-FSM students" or "the college's students".

> *Example:*
> - *COM-FSM students are eligible for Financial Aid.*
> - *The college's students pay tech fee.*

14. Using "The" Before Acronyms

Do not add a "the" before an acronym.

Yes	No
• The Comprehensive Self-Evaluation was submitted to WASC.	• ~~The Comprehensive Self-Evaluation was submitted to the WASC.~~
• The donations were presented to COM-FSM.	• ~~The donations were presented to the COM-FSM.~~
• The recommendation was forwarded to ICT for consideration.	• ~~The recommendation was forwarded to the ICT for consideration.~~

15. Writing out Titles

A person's title is capitalized only when used before the name. When using a capitalized title immediately before the name, try to keep it short. Do not capitalize an occupational designation, only a true title. Write titles in lowercase when referring to a person's official capacity without their proper name.

- It was announced by President Daisy.
- The president shared the announcement on our accreditation status.
- The vice president of administrative services will report on that issue.
- I sat in a lecture by Professor Dana Lee Ling.
- The policy was explained by Director Gordon Segal.
- Gordon Segal, a director at the college, issued the memorandum.
- The president of the College of Micronesia-FSM will be the guest speaker at the conference.

16.   *Using COM-FSM Abbreviations and Acronyms*

Any organization develops special ways of shortening its terms or titles, and COM-FSM is no exception. Table 3 below lists the accepted ways to shorten terms or titles in COM-FSM publications.

It is advised that in its first reference, the full name being referred to is spelled out followed by the acronym in parenthesis. The acronym may be used alone at second reference or beyond.

>   *Example:*
>   *Welcome to the [First reference] College of Micronesia-FSM (COM-FSM). Your time at [Second reference] COM-FSM is important to us.*

Table 3. COM-FSM Abbreviations and Acronyms

	ABBREVIATION	DESCRIPTION
LOCATIONS OR BUILDING NAMES	BLDG	Building
	COM-FSM	College of Micronesia-FSM
	FSM-FMI	FSM-Fisheries and Maritime Institute
	CC	Chuuk Campus
	KC	Kosrae Campus
	NC	National Campus
	PC	Pohnpei Campus
	YC	Yap Campus
POSITION TITLES	AALO	assistant ALO
	ALO	accreditation liaison officer
	CCD	Chuuk Campus Dean
	COS	chief of staff
	DA	dean of assessment
	DAP	dean of academic programs
	DCRE	director of Cooperative research and extension
	DIR	director
	DoIE	director of institutional effectiveness
	DPPM	director of procurement and property management
	DSL	director of student life

	IC	instructional coordinator
	KCD	Kosrae Campus Dean
	PCD	Pohnpei Campus Director
	SC-CRE FO	State Coordinator Cooperative Research and Extension Fiscal Officer
	SSC	student services coordinator
	VPIA	vice president for instructional affairs
	VPAS	vice president for administrative services
	VPEMSS	vice president for enrollment management and student service
	VPIEQA	vice president for institutional effectiveness and quality assurance
	YCD	Yap Campus Dean
DIVISIONS, OFFICES, OR UNITS	AES	Agricultural Experiment Station
	AS	Administrative Services
	BAD	Business Administration Division
	BO	Business Office
	BOR	Board of Regents
	CC	Curriculum Committee
	CES	Cooperative Extension Services
	ChAWG	Chuuk Assessment Working Group
	CRE	Cooperative Research and Extension
	CS	Counseling Services
	DHS	Division of Health Sciences
	DNSM	Division of Natural Sciences and Mathematics
	EC	Executive Committee
	ED	Education Division
	ETSP	Educational Talent Search Program
	FAO	Financial Aid Office
	FC	Finance Committee
	FCE	Facilities and Campus Environment
	FSS	Faculty/Staff Senate
	HRC	Human Resources Committee
	HS	Health Services
	IA	Instructional Affairs
	IAEA	Institutional Advancement & External Affairs
	IEO	Institutional Effectiveness Office

	ICT	Information, Communications, and Technology Committee
	ITO	Information Technology Office
	Lang Lit	Languages and Literature Division
	LRC	Learning Resource Center
	MITC	Media Information and Technology Center
	MTeam	Management Team
	OARR	Office of Admissions, Records and Retention
	OA	Office of Assessment
	OIE	Office of Institutional Effectiveness
	PPMO	Procurement and Property Management Office
	PCC	Peer Counseling Center
	PRC	Planning and Resources Committee
	RAR	Recruitment Admissions and Retention Committee
	RH	Resident Halls
	RI	Resident Instruction
	SBA	Student Body Association
	Soc Sci	Social Sciences Division
	SR	Sports and Recreation
	UB	Upward Bound Program
		Campus Security and Maintenance
DEGREE AND CERTIFICATE PROGRAMS	HTM	Hotel and Tourism Management
	AFT	Agriculture and Food Technology
	CTE	Career Technical Education
	ACE	Achieving College Excellence
PLANS AND DOCUMENTS	IEMP	Integrated Educational Master Plan
	SP	Strategic Plan
	FMP	Facilities Master Plan
	ERP	Emergency Response Plan
	TracDat	

17. Document and File Naming Conventions

As documents flow back and forth (or even outside) the institution, it becomes important to pay attention to how you name and save different versions of a document.

Naming Documents

Every document you prepare as an official COM-FSM publication should have the college seal, a clear and relevant title, the author's (or authors') name, and the date of publication on the cover page.

Exceptions will be made where external documents are being prepared and require a separate title page.

Example:

Enrollment Patterns at COM-FSM from 2007-2012: Analysis and Recommendations

October 24, 2103

Joseph Anonymous, VIP
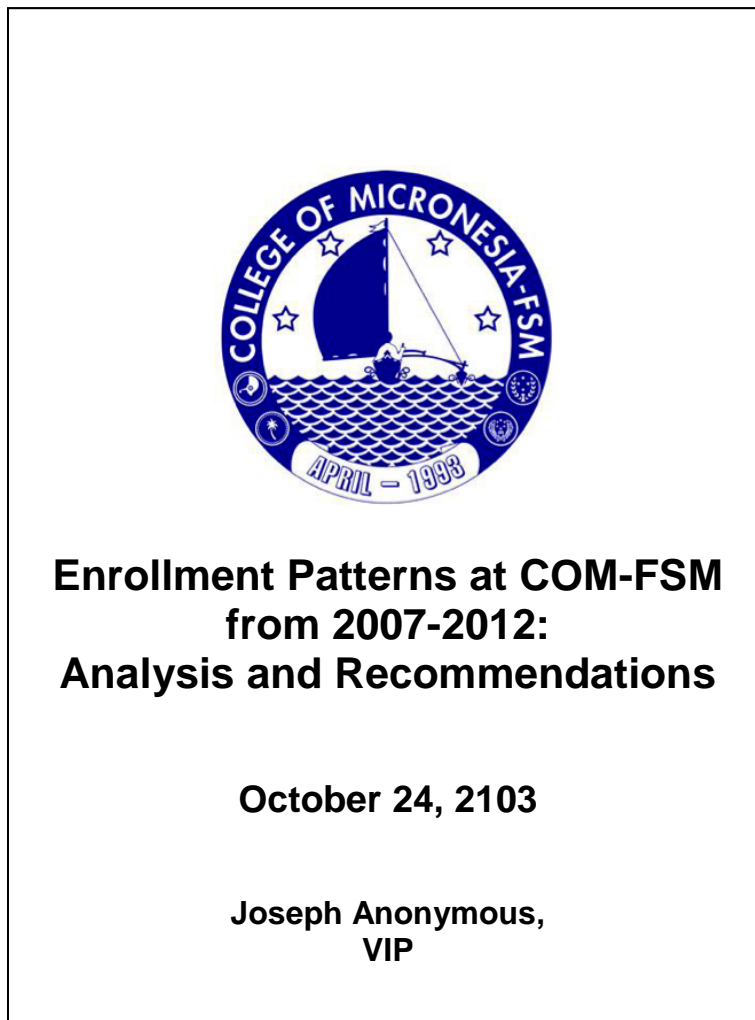
Figure 3. Sample Title Page for COM-FSM Report.

Naming Files

Every file you prepare and save should have a filename that clearly identifies the subject, the author and the date the file was saved. Doing so allows for recognizing the most recent version of a document, but also makes it easier to recognize when you share it with a co-worker or intended reader.

> *Examples:*
>
> *com-fsm-pubstandards-101313-JV.doc*
> *com-fsm-convocationstage-0913-ST.jpg*
> *com-fsm_mid-term_draft2_1-13-12-ldm.pdf*
> *combined-report-draft4-10-27-2013.doc*
> *com-fsm chuuk campus all-campus meeting minute-11-06-13 pdf*

For the purpose of program reviews and assessment, the file-naming scheme described below should be adhered to.

Academic Programs	
AY2009_10_IANCE3_W1 ***In words:** Academic Year 2009/10, Department of Instructional Affairs, National Campus, Education 3rd Year Program, Worksheet One Improvement Plan* **Note**: use underscore not dash	**Academic Year**: ex. AY2009_10, AY2010_11 **Department**: 2 letters, **IA** – Instructional Affairs **Campus**: 2 letters • **CC** – Chuuk Campus • **KC** – Kosrae Campus • **NC** – National Campus • **PC** – Pohnpei Campus • **YC** – Yap Campus • **FM** - FMI **Program**: 2 letters to be set by the appropriate Vice President **Worksheet**: **W1** – Worksheet 1 Improvement Plan, **W2** – Worksheet 2 Assessment Plan, **W3** – Worksheet 3 Program Assessment, **PR** – Program Review

Nonacademic Programs	
FY2012_QANCIT_W2 ***In words:*** *Fiscal Year 2012, Department for Institutional Effectiveness and Quality Assurance, National Campus, Information Technology, Worksheet 2 Assessment Plan* ***Note****: use underscore not dash*	**Fiscal Year**: ex. FY2012, FY2009 **Department**: 2 letters • **AS** – Administrative Services • **IA** – Instructional Affairs • **SS** – Student Services, • **QA** – Institutional Effectiveness and Quality Assurance • **RE** – Cooperative Research and Extension **Campus**: 2 letters • **CC** – Chuuk Campus • **KC** – Kosrae Campus • **NC** – National Campus • **PC** – Pohnpei Campus • **YC** – Yap Campus • **FM** - FMI **Program**: 2 letters to be set by the appropriate Vice President **Worksheet**: **W1** – Worksheet 1 Improvement Plan, **W2** – Worksheet 2 Assessment Plan, **PR** – Worksheet 3 Program Review

18. *Identifying Common Errors in Usage*

The following examples represent some of the most common usage errors found in college publications.

Table 4. Some Common Usage Errors in COM-FSM Publications

Usage Error	Sample Correction
National campus	National Campus
We are the COM-FSM	We are COM-FSM
The President will attend	The president will attend
The Regents were invited	The regents were invited

19.   *Avoiding Plagiarism*

With respect to the college's policy on Academic Honesty, all college publications will follow that standard. All works will be cited where necessary, and plagiarism in any form will not be tolerated.

D. How to Produce and Submit a Press Release

Through the proper authorized channels the college regularly sends out communications. Trained staff members disseminate news items about campus activities, events, and achievements. These news items are written by department, office, and program heads. College organizations such as clubs or committees are encouraged to produce news items describing their activities and provide to a dean, director, or vice president for approval before publication. Having accurate, well-written information in a consistent format enhances the college's image and ensures that releases are noticed for maximum effectiveness.

Using this style guide as a basis for creating your press releases will ensure that your publication is in accordance with the professional image the college wishes to portray. News releases are posted on the news feeds available on the college's website, as well as Campus Announcements. Local media are notified that information of and about the college are found there. News releases are also posted on the college's social networking sites.

1. *Style*

Use the following guidelines when composing news releases:

Guideline	Example
Credibility: Write accurately, objectively, clearly, and concisely to create credible news releases. Present the subject of the news release so that the reader feels the subject is important, correct, and sufficiently described.	*Kosrae Campus in collaboration with Caribbean and Pacific Consortium (CARIPAC) successfully installed a solar powered charging station. Dr. Bruce Best of University of Guam and VPCRE Jim Currie of COM-FSM agreed to allow the solar power circuit to power the satellite dish modem. This configuration allows the two apparatuses to run independently of the island power and FSM telecommunication system.*
Brevity: News releases should only be as long as is necessary to impart vital,	*Palikir, Pohnpei (August 22, 2013) - The College's Learning Resources Center (LRC)*

Guideline	Example
accurate information—who, what, when, and where—and background information that explains why the release was produced. Remember that the reader may not be familiar with the release's subject. If there is any doubt about readers' understanding of programs, policies, or other aspects of a release, explain them.	*at the National Campus underwent a transformation to promote wider patron accessibility to resources and establish a better learning setting. The LRC was closed temporarily and the changes were carried out during the summer.*
Correctness: Spell-check and proofread every news release. Also, check for accuracy.	*The changes, which were recommended by LRC Director Jennifer Hainrick Helieisar, relocated all computers to a closed off location to promote a quieter study environment. This provides for more study areas and better access to the library's collections.*
Objectivity: Refrain from exaggeration or speculation. Attribute perspectives or opinions about a news release to someone unless there is consensus about the topic.	*The changes, which were recommended by LRC Director Jennifer Hainrick Helieisar, relocated all computers to a closed off location to promote a quieter study environment. This provides for more study areas and better access to the library's collections.*

2. Procedural Guidelines
To send out clear, timely, and effective news releases from your program, follow these guidelines:

- Be sure you are authorized to produce and disseminate information of the college on behalf of your club, program, office or department. If in doubt, check with your supervisor, director, campus dean or vice president.
- It would not be appropriate that you create and distribute a press release for another campus, or a program if you are not affiliated with that entity.
- If the subject matter surpasses the scope of your club, program, office, department or campus, solicit input and permission of the involved entity before publishing your work.
- If the release is about an upcoming event, include information about accessibility and a statement of accommodation—e.g., "If you require an accommodation to participate in this event or have questions about accessibility, please contact [event sponsor]."
- All press releases should be proofread before posting. Originators of releases should make sure their work is proofread.

3. News Release Sample

Figure 4. Sample COM-FSM News Release.

E. Practices That Govern COM-FSM Email

COM-FSM email usage is governed by Section VI-B of the college's Technology Policy (http://www.comfsm.fm/computing/techpolicy.html). This publication guide outlines the proper formatting and presentation of email with respect to that policy.

Public and campus announcements should be distributed through the college website and information panels rather than through emails. With the approval of office or department heads, designated, trained staff members are able to post these types of information.

All official emails sent on behalf of the college or a college department or office will follow the criteria described below:

- An "Official email" is defined as an email being sent out by a college representative carrying a formal communication or directive.
- An email being sent to the college aliases would be considered formal and therefore "official".
- An email being sent to a subordinate, colleague, or acquaintance informally would not be "official" and does not have to follow the formatting described here.

Table 5. COM-FSM Email Practices

DO	DO NOT
• Be in accordance to Section VI-B of the college's Technology Policy[1] • Be college related business, and sponsored by an official college department, office, or program. • Have relevance to the college population at large or the specific target group at the college. • Follow News Release [Link news release guide] guidelines if applicable.	• Quotes at the end of the email (Quoting or citing a source in the email content is permitted) • Catch phrases • Slogans • Opinions

Technology Policy Section VI: B-1 Email Usage Guidelines (Policy Date)

Email is a computing resource provided by the College of Micronesia-FSM, and is therefore subject to use consistent with the guidelines for those resources.

Email is a form of communication; laws and guidelines of etiquette that apply to other forms of communication apply equally to email. Use of email to harass or intimidate another person, or any other illegal or unlawful purpose is prohibited. Use of email to send chain letters or for "pyramid schemes" is also discouraged.

College electronic mail services may be used for incidental personal purposes provided such use does not interfere with college operation of information technologies including electronic mail services, burden the college with incremental costs, or interfere with the user's employment or other obligations to the college.

Only messages relating to college activities should be sent to the system wide mailing lists. Such mailing lists are for notification of college events, communication of official college messages, and notification of bulletin board discussions. System-provided mailing lists shall not be used for "classified ads" (e.g., "For Sale," "For Lease," etc.) or "free items" (e.g., free kittens, free books, etc.). Users shall not use the system-provided mailing lists for commercial or partisan political purposes.

The structure of the email must have:
   A. The sender's full name and email address in the "To" field.
   B. A relevant subject line that summarizes the body of the email.
   C. The body must follow the officially adopted fonts colors and sizes.
        a. Official emails will be written in black text.
   D. The signature must contain the full name of the sender, official title of the sender, and contact information or the full name of the organization where the email originated, along with contact information for that organization.
   E. A disclosure may be included after the signature line if applicable.
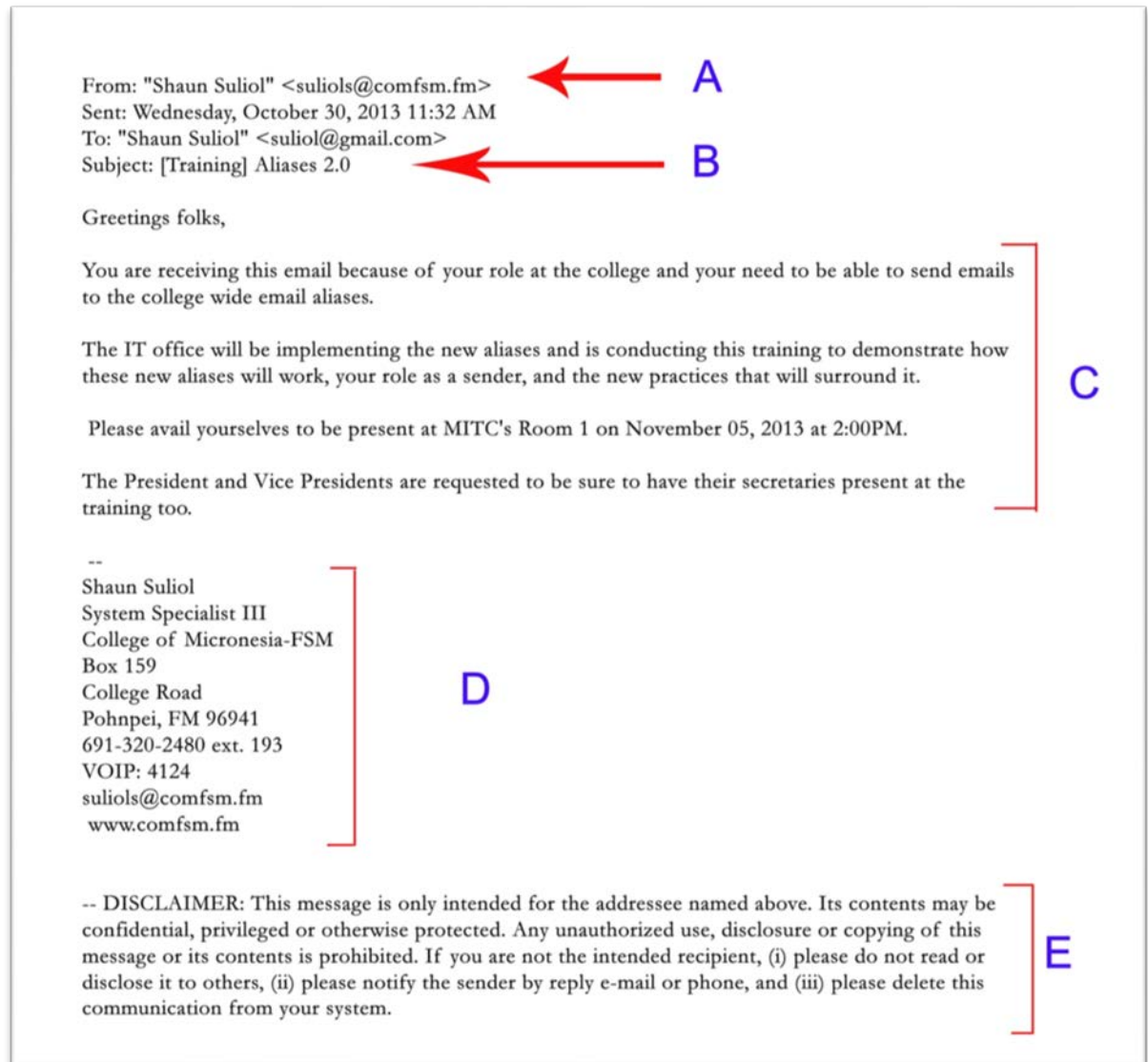
Figure 5. Sample COM-FSM Email.

F. Practices That Govern COM-FSM Web Pages

The use of web pages are governed by Section VI: A-2 of the college's Technology Policy (http://www.comfsm.fm/computing/techpolicy.html). This publication guide outlines the proper formatting and presentation of web pages with respect to that policy.

All materials published on college sponsored web pages must follow the writing and graphic standards established by the college's style guide. The use of the college logo, the use of fonts, naming standards, and formatting of text must be in line with the guide.

The Information and Technology Office will provide templates that adhere to these rules for institutional use. Faculty will also be provided a template which will follow the same guidelines. All content that will be produced by individual college departments, offices, or divisions will need to follow the prescribed style guide. Exceptions to the guide will be allowed when the content needs to be presented in an alternative way to demonstrate the content matter.

All institutionalized webpages of the college will follow the template displayed in Figure 1 below. Through the college's Content Management System's (CMS), all college webpage will have a uniform header and footer. The actual content will vary based on the content matter which will be displayed in the body of the webpage. The content displayed through the CMS will also adhere to the guidelines set by this style guide.

All individual webpages sponsored by the college will adhere to this guide—its usage of fonts, colors, and logos. At the bottom of each page, the footer will carry the image displayed below displayed with dimensions of 60 pixels by 45 pixels. The image will link back to the college's official webpage at www.comfsm.fm. Along with the footer image, the individual webpage must display a disclaimer indicating that the material being presented on the webpage does not reflect the colleges opinion's or views, and they are solely that of the webpage owners.

Footer image link to COM-FSM Webpage

Figure 6. Sample COM-FSM Unit Web Page.

G. Content Updates

Content that is published through the various media forms are sourced from the various entities at the College. Content will change as situations and circumstances evolve. The accuracy of the written content is the responsibility of the office or department providing the content. Respective departments or offices are expected continuously unsure the accuracy of content placed in the College's major publications such as the website and catalog. The following schedule is offered as a basis of ensuring the constant updating of information provided through these forms is up to date. Do note that changes can occur at any time when circumstances warrant, however this schedule is a baseline to continuous improvement.

The head of each department is responsible to ensure that all entities under their department or office provide current information. It is also the responsibility of the department or office head to monitor content that (1) needs to be changed, (2) that the appropriate information is provided, (3) and the changes made through the publication are accurate and as intended.

The publications office will assist each respective department or office with updating content, however cannot create or alter content without the instruction and request of the entity.

The catalog undergoes updates on a yearly basis. The months of April and May of every year are designated as a period to edit and update the catalog for release in June of the same year.

In the same respect, the months of September and October of every year will be designated as website update periods for release come November of the same year.

Each department head will be notified at the start of each period. The department head will be held accountable for their respective information and meeting the deadlines.

To protect the integrity of the College, should any department not meet the deadlines, their information will be removed from either publication as not to present the public with false information.