

College of Agriculture and Human Sciences
Marketing, Communications, Planning and
Information Technology, 2014

Approved by



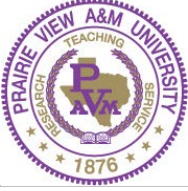
Dr. Alton B. Johnson

Dean College of Agriculture and Human Sciences
Director of Land Grant Colleges and University

Standard Operating Procedure

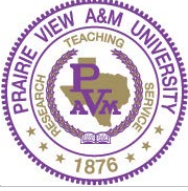
Prairie View A&M University College of
Agriculture and Human Sciences

This document contains all procedures that are the responsibility of CAHS.


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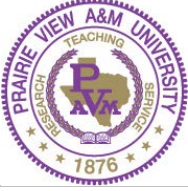
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Photography Archive

Purpose

The purpose of this procedure is to archive the photos that are taken for the College of Agriculture and Human Sciences. This procedure takes place after photographs have been taken for the college, extension, or research.

Scope

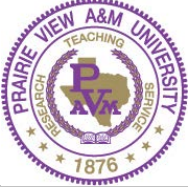
The procedure and activities surrounding this procedure are in place to have an organized collection of photographs. It will also be used to keep track of events hosted by the college.

Prerequisites

A USB cord or a memory card reader can be used to extract the photographs from the camera. There are several available programs that will help with time saving batch rename and logo placement options- iPhoto, Photoshop, Bridge, Camera Raw, ets.

Procedure

1. Using a USB cord or a memory card reader collect the photos from the camera.
2. Using the program of your choice rename and organize the photos so you can easily locate them.
3. Divide the photos into 3 batches, archives, keeps, and edits.
4. The archive folder will be used for records.
5. The photos in the keeps folder should be edited and used for media outlets articles and marketing materials.
6. The photos in the edits folder should be edited and logo'd and then placed on Facebook and other social media outlets.

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Video Editing

Purpose

The purpose of this procedure is to produce the video footage taking at the College of Agriculture and Human Sciences events and educational programming. This procedure takes place after footage has been taken for the college, extension, or research.

Scope

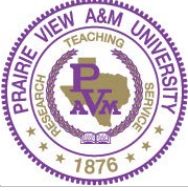
The procedure and activities surrounding this procedure are in place to have educational videos and to teach and inform the citizens of the state of Texas.

Prerequisites

A USB cord or a memory card reader can be used to extract the footage from the camera. There are several available programs that can be used to edit the footage, iMovie, Adobe Premiere Pro, and Final Cut.

Procedure

1. Before you collect the footage have a good understanding of the purpose and audience that will be viewing the edited production.
2. Create a storyboard with the general concepts to refer to while editing.
3. Using a USB cord or memory card reader, collect the footage from the camera.
4. Using the program of your choice review the footage.
5. Edit the footage and distribute to designated social media outlets, county agents and headquarters staff.

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Plan of Work and Accountability

Purpose

The purpose of Program Planning, Reporting & Accountability system is to provide leadership in the area of the Extension and Research programs planning, evaluation & reporting as per NIFA-USDA guidelines (Federal Register / Vol. 71, No. 16 / Wednesday, January 25, 2006 / Notices).

Provide leadership in the development and implementation of the Plan of Work (POW), accountability and evaluation strategies and assist faculty and staff in the preparation of the POW updates and annual accomplishment report. Provide data analysis support to evaluate program effectiveness, impact and conduct information technology awareness programs.

To prepare and submit the POW update and annual report of accomplishments by due date (April 1st each year) to ensure funding for Extension and Research programs from NIFA.

Scope

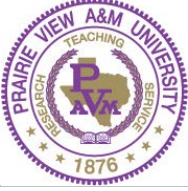
The procedures and activities involved in the proper development, implementation and evaluation of the plan of work for CAHS Extension and Research programs. Also conduct information technology awareness programs in the college of Agriculture and Human Sciences (CAHS) as needed.

Prerequisites

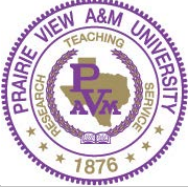
NA

Procedure

1. Create a Plan of Work and Accountability core team comprised of program leaders from Research and Extension.
2. Conduct core team meetings on a monthly basis to monitor the POW implementation progress and implement corrective actions if needed.
3. Ensure proper implementation of POW with the help of core team members.
4. Conduct necessary training on POW, logic model and Annual report for concerned CAHS faculty and staff.
5. Coordinate with Extension Program leaders to collect and analyze the Extension contact data collected from "Texas Extension Accountability System" by the county agents.
6. Coordinate with the Research and Extension program leaders to ensure timely preparation and submission of the annual accomplishment report by March 31st every year in a prescribed format by NIFA.
7. Coordinate with the Research and Extension program leaders to ensure timely preparation and submission of the Plan of Work update by March 31st every

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- year by incorporating all changes necessary to conduct the program successfully.
8. The Annual report and POW updates will be edited thoroughly by the communications team before final submission to NIFA.
 9. Conduct a series of work meetings within core teams to iron out the issues and prepare the final reporting and POW document.
 10. Various program planning, reporting matrix and templates will be used to analyze the data and record the impact of programing.
 11. Any changes or updates from NIFA on POW and Reporting systems will be communicated to the core team and realign the program accordingly (if needed).
 12. POW and Annual report approval notification along with the feedback received from NIFA will be shared with the core team and take corrective action if needed.

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Emerging Technology Recommendation

Purpose

Review emerging computer technologies, recommend technical advances and solutions concerning hardware and software acquisitions. Train and provide technical support in information management support services for CEP and CAHS.

Scope

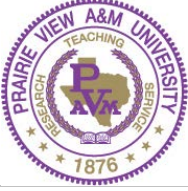
Technology evaluation for the implementation of various relevant Information and Communication Technology (ICT) tools in Extension and Research programs within CAHS. Conduct training workshops for proper adoption of ICT tools.

Prerequisites

NA

Procedure

1. Conduct Technology assessment in the college an existing technology baseline.
2. Review emerging technologies related to Extension, Research and Academics.
3. Conduct a Pilot test for a minimum of one full cycle of operation before final implementation.
4. Receive a clearance from PV Information Security Officer.
5. The results of the pilot test will be documented and reviewed by the CAHS faculty and staff members.
6. The product will also be tested for sustainability in the future in terms of special skills required for implementation and maintenance.
7. PVAMU IT network team will also review the technology for network traffic and firewall issues if any.

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Plan of Work and Accountability

Purpose

Develop and maintain seamless research and extension web based reporting system as per NIFA guidelines and implement web technologies for efficient program operations.

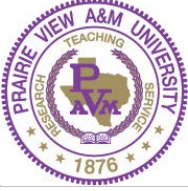
Scope

Annual report and plan of work data collection as per NIFA guidelines.

Prerequisites

Procedure

1. Extension agents will submit their reporting data in web based Texas Extension Accountability System Texas system at the following URL: <https://texas.tamu.edu/>.
2. Team leaders will check the submitted data on a monthly basis.
3. Provide the data to the POW team to prepare an annual report and Impact report.
4. Provide training on NIFA's online accountability software to the Research and Extension faculty and staff as needed.

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ICT applications in program planning and delivery

Purpose

Design relevant information and communication tools for innovative and efficient program delivery for the limited-resource audiences in the state of Texas.

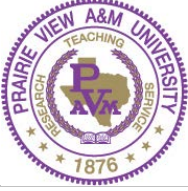
Scope

Proper utilization of ICT tools for efficient program planning and implementation.

Prerequisites

Procedure

1. Conduct need assessment for such ICT tools application.
2. Research the existing ICT tools are being used in area of Extension and Research.
3. Introduce relevant ICT tools to the faculty and staff by conducting demonstrations and subsequent trainings if necessary.
4. Implement as pilot project on small scale.
5. Implement the ITC tools only after successful implementation of pilot test.

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Collaboration with other land-grant Universities

Purpose

Work with other land-grant extension and research leaders to develop information and communications technology, plan and program delivery strategies using computer technology.

Scope

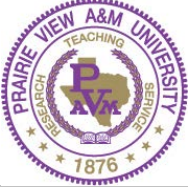
Reach out to other land-grant Universities and develop a working relationship in the area of Information Technology.

Prerequisites

NA

Procedure

1. Serve on SR-PLN InfoTech committee.
2. Serve on AEA IT team.
3. Serve on NETC team.
4. Attend conference calls and meetings.
5. Take part in the preparation of IT strategic plan for the system.

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Future Focus: Technology Advancement

Purpose

Work with CAHS leadership team to monitor progress and future focus of the organization in the area of computer technology advancement.

Scope

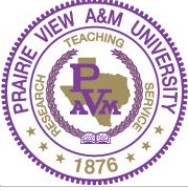
Scale up the technological capacity of the college as per the future needs.

Prerequisites

NA

Procedure

1. Work closely with CAHS strategic planning team and other Research and Extension Program leaders and find out their future technology needs.
2. Conduct a technology assessment for the college.
3. Prioritize the technology advancement implementation according to the need.
4. Conduct technology advancement awareness workshop in the college.

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Liaison between NIFA and CAHS for POW and Annual Report

Purpose

Serve as point of contact for program planning and reporting between USDA-National Institute of Food and Agriculture (NIFA) and PVAMU-CAHS.

Scope

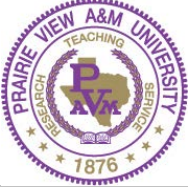
Plan of work and Annual reporting system software polices and procedure updates.

Prerequisites

NA

Procedure

1. Communicate with NIFA national accountability leaders via email or phone calls and keep with the new policies and procedures for POW and Accountability system.
2. Attend all program planning webinar and face to face meetings.
3. Provide summary of all meeting to the POW core team at CAHS.

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System Administration Support

Purpose

Provide system administration related support for desktop, laptop and iPad for CAHS faculty and staff. Ensure all desktop computers are in restricted group.

Scope

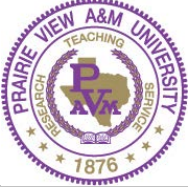
Active directory (AD) and desktop administration for CAHS.
 Establish remote access to all computers in the restricted group (PV domain under CAHS).
 Provide hardware and software tech support.
 Assist in hardware and software procurement for the college.

Prerequisites

NA

Procedure

1. Receive service request from each staff via online CAHS service request system.
2. Respond to the request within 24 hrs. and provide services via virtual remote connection whenever possible.
3. Document all major work done in the system.
4. Evaluate the services provided for future improvement.
5. Train student workers to perform basic computer and printer troubleshooting and other print media related work.

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Design Web Pages and Templates to make websites graphically appealing. Monitor Monthly and Revise Web Content (as appropriate)

Purpose

The purpose of this procedure document is to outline the standard operating procedure to design web pages and templates to make websites graphically appealing. This procedure may happen on request or initiative.

Scope

The procedure and activities surrounding this procedure affects the PVAMU CAHS, CARC and CEP websites, the content management system, the computer, design and development applications utilized for this procedure.

Prerequisites

Outline information required before proceeding with the listed procedure; for example, worksheets, documents, IFAS reports, etc.

Requirement for operating this procedure:


1. Get the dimension of the device to display the webpage
 - Mobile: 480 X 800px
 - Tablet: 768 X 1024px
 - Desktop/Laptop: 1000 X 566px
2. Find out the intended audience and demographic.
3. Research on applicable sites.
4. Design a wireframe of the intended webpage using wireframe design tools (e.g. Microsoft Visio).
5. Collect graphics and required images.
6. Design/customize applicable graphics (continuous).
7. When appropriate provide a mockup representation using image editing and compositing tools (e.g. Adobe Photoshop).

Procedure

Designing Webpages:

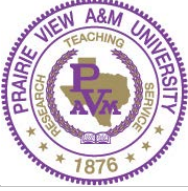
1. Ensure that the Web Style Guidelines and school color codes are being followed throughout content development. (Reference *Web Style Guidelines*: <http://www.pvamu.edu/pages/6438.asp>, *School Color Codes*: http://www.pvamu.edu/Include/Public_Relations/Guidelines4-5.pdf)

Designing Templates:

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1. Provide relevant template information at the start of the document such as Author, Date, Title, Theme (when necessary) and Version.
2. Comment the start and end of each code section.
3. Leave comments where necessary.
4. Provide clean, structured, minimal and simplified code.

Monitor Monthly and Revise Web Content (as appropriate).

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Develop and Manage Web Content for CEP, CARC, and the CAHS websites

Purpose

The purpose of this procedure document is to outline the standard operating procedure to develop and manage web content (images, graphic, text data, and social media) for the Cooperative Extension Program (CEP), Cooperative Research Center (CARC), and the College of Agriculture and Human Sciences (CAHS) websites. This procedure may happen due to newly requested content, need to update current content or accumulation of events and activities within CAHS and/or components.

Scope

The procedure and activities surrounding this procedure affects the PVAMU CAHS, CARC and CEP websites, the social media platform(s), and the content management system, the computer and design and development applications utilized for this procedure.

Prerequisites

Outline information required before proceeding with the listed procedure; for example, worksheets, documents, IFAS reports, etc.
Requirement for operating this procedure:

Develop Content:

Manage Content:

Inserting New Content:

1. Obtain needed content information through the respective channels:
 - a. Monthly staff meeting presentation documentation
 - b. CAHS Service request form
2. Ensure content is approved.

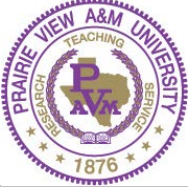
Updating Current Content:

1. Ensure content is approved.

Procedure

Develop Content

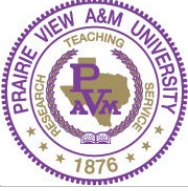
7. Ensure that the Web Style Guidelines and school color codes are being followed throughout content development. (Reference Web Style Guidelines:

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<http://www.pvamu.edu/pages/6438.asp>, School Color Codes:
http://www.pvamu.edu/Include/Public_Relations/Guidelines4-5.pdf)

Manage Content

2. Locate the appropriate file/web page, social media platform post to be updated.
3. *(If social media platform post, skip to step 3)*. Ensure to create a backup of the file/web page or comment out the lines of code to be replaced.
4. Update as appropriate.

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Develop Strategies to Market and Increase Visibility and Awareness of CEP, CARC, and CAHS programs

Purpose

The purpose of this procedure document is to outline the standard operating procedure to Develop Strategies to Market and Increase Visibility and Awareness of CEP, CARC, and CAHS programs. This procedure may happen on request, initiative or due to ongoing or prospective CAHS events and activities.

Scope

The procedure and activities surrounding this procedure affects the PVAMU CAHS, CARC and CEP websites, the social media platform(s), the content management system and any implied web analytical tools, the computer, design and development applications utilized for this procedure including the stakeholders and target audience.

Prerequisites

Outline information required before proceeding with the listed procedure; for example, worksheets, documents, IFAS reports, etc.
Requirement for operating this procedure:

8. Identify the problem/target areas, demographic and audience.
9. Carry out research on CEP/CARC/CAHS program and target audience.
10. Identify the tools necessary to impact the target audience (e.g. web banner ads, social networking tools).
 - a. *Determining the appropriate social media tool applicable to target audience and program (YouTube, Facebook, twitter, LinkedIn)*
 - b. *Research on impact design, graphics and images*
11. Conduct brainstorming sessions.


Procedure

Marketing CEP/CARC/CAHS programs:

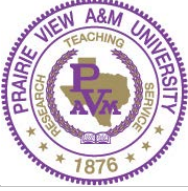
1. *Implement strategy*

Increase Visibility and Awareness of CEP/CARC/CAHS programs:

1. Implement design for program visibility.
2. Utilize social media to increase awareness of CEP/CARC/CAHS programs:
 - a. A week before the program (to briefly introduce/bolster the program).

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- b. The day of the program (to briefly project programs highlights, attendees, keynotes).
- c. A week after the program (to thank the audience/attendees and to inform of prospective programs).

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Develop subject matter and training materials for staff and faculty and report program impact. Maintain a positive work atmosphere by acting and communicating in a manner to get along with customers, co-workers and supervisors.

Purpose

The purpose of this procedure document is to outline the standard operating procedure to Develop subject matter and training materials for staff, faculty and to report the program impact. This procedure may happen on request, initiative or due to ongoing or prospective CAHS events and activities.

Scope

The procedure and activities surrounding this procedure affects the PVAMU CAHS, CARC and CEP faculty and staff.

Prerequisites

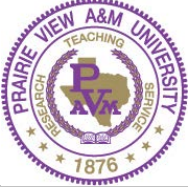
Outline information required before proceeding with the listed procedure; for example, worksheets, documents, IFAS reports, etc.

Requirement for operating this procedure:

12. Research subject matter.
13. Identify appropriate training mediums/technology for staff and faculty.

Procedure

1. Develop material.
2. Include reference articles, websites and materials.

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Connecting iPad to Airplay device (internal use within CEP)

Purpose

The purpose of this procedure document is to outline the standard operating procedure to present a wireless display via iPad to a monitor or projector in the conference room or auditorium. This procedure may happen during presentations or meetings.

Scope

This procedure is limited to internal use within PVAMU CEP.

Prerequisites

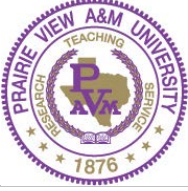
Outline information required before proceeding with the listed procedure; for example, worksheets, documents, IFAS reports, etc.
Requirement for operating this procedure:

Procedure

1. Ensure the wireless device is connected to an Airplay access point only.
2. Turn on the television and select the HDMI 1 input.
3. Make sure each Apple TV device is connected to the same Airplay Wi-Fi network.
4. Double-click on the iPad Home button and scroll to the extreme left until you see the Airplay icon.



5. Click on the Airplay icon and choose one of the following locations:
 - a. CEP Conference Room
 - b. Dean Conference Room
 - c. Auditorium
6. Set Monitoring to "On"
7. Double-click on Home button to close.

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Support Graphics Design for Usability on the Web, and create original graphics

Purpose

The purpose of this procedure document is to outline the standard operating procedure to Support Graphics Design for Usability on the Web, and create original graphics. This procedure may happen on request, initiative or due to ongoing or prospective CAHS events and activities.

Scope

The procedure and activities surrounding this procedure affects the PVAMU CAHS, CARC and CEP websites, the social media platform(s), the content management system, the computer and the design and development applications utilized for this procedure.

Prerequisites

Outline information required before proceeding with the listed procedure; for example, worksheets, documents, IFAS reports, etc.

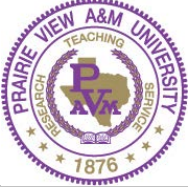
Requirement for operating this procedure:

14. Identify the purpose of graphic and intended audience.
15. Research on latest graphics (images/icons), design styles and trends.

Procedure

Support Graphics Design and Create Original Graphics:

5. Ensure that the Web Style Guidelines and school color codes are being followed throughout content development and notably "Use of Copyrighted material" and "Use of Graphics" within the PVAMU *Web Style Guidelines*:
<http://www.pvamu.edu/pages/6438.asp>
6. Apply school color codes where appropriate (Reference *School Color Codes*:
http://www.pvamu.edu/Include/Public_Relations/Guidelines4-5.pdf).

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Utilize Social Media networks to market CEP, CARC and CAHS programs and implement electronic media tools

Purpose

The purpose of this procedure document is to outline the standard operating procedure to Utilize Social Media networks to market CEP, CARC and CAHS programs and implement electronic media tools. This procedure may happen on request, initiative or due to ongoing or prospective CAHS events and activities.

Scope

The procedure and activities surrounding this procedure affects the PVAMU CAHS, CARC and CEP websites, the social media platform(s), the content management system, the computer and the design and development applications and any third party social media tools utilized for this procedure.

Prerequisites

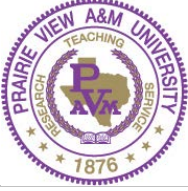
Outline information required before proceeding with the listed procedure; for example, worksheets, documents, IFAS reports, etc.

Requirement for operating this procedure:

1. Research CEP/CARC/CAHS program and target audience.
2. Identify the social media networking tools necessary to impact the target audience (e.g. web banner ads, social networking tools).
 - a. *Determining the appropriate social media networking tool applicable to target audience and program (YouTube, Facebook, twitter, LinkedIn)*
 - b. *Research on impact design, graphics and images*
3. Conduct brainstorming sessions towards graphics, social media update.

Procedure

3. Update social media networks.

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Use of University Transportation Standard Operating Procedure

Purpose

The purpose of this procedure is to inform all qualified individuals on how to effectively use University Transportation for the effective execution of the job at hand.

The Use of University vehicles/golf carts are for the sole purpose of allowing University Employees to travel within their respective routes while representing Prairie View A&M University. While using University modes of transportation the individual is responsible for their issued vehicle and must possess proper documentation.

Scope

The procedure and activities surrounding this procedure affects Hourly Students, Full Time Temp and staff members who have permission to operate a particular mode of University Transportation.

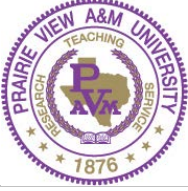
Prerequisites

Outline information required before proceeding with the listed procedure; for example, worksheets, documents, IFAS reports, etc.
Requirement for operating this procedure:

1. Defensive Driving Course/Golf Cart Training (*Required)
2. Route
3. Duration
4. Vehicle Check-out
5. A defined duty verbally or otherwise communicated by Supervisor.

Procedure

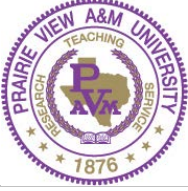
1. Provide the steps required to perform this procedure (who, what, when, where, why, how). Include a process flowchart.
2. All employees that require University vehicles to complete a job task must complete a defensive driving course that is good for three years or attend Golf Cart Safety Training that is only required one time after a licensee is obtained. All documentation must be on file before the issuing of University vehicles/carts will plausible.

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3. The route in which is being requested must be approved by an Administrator. If a student is requesting transportation they **MUST** have approval from their Supervisor before requesting a vehicle/cart. Golf carts and personal vehicles are not permitted on PVAMU Farm Grounds. If a trip to the Farm is necessary a University vehicle must be used as it is the only mode of transportation permitted.
4. Individuals must inform the proper individual if he/she will be away for an extended period of time.
5. Student Employees operating University Vehicles are **NOT** permitted to drive other students. Supervisors/University Employees must be present when 2 or more students are to travel in a University Vehicle.
6. Check- out is located in the Administration Office in CARC with Mrs. Caralita Solomon. Your name, Destination and login time are recorded. Upon returning the vehicle/cart report any concerns if any.
7. All vehicle keys must be turned in to the Front Desk by said Individuals.
8. Golf Carts **MUST** be plugged in to charge upon returning.

Safety/Evacuation

9. In case of an emergency while operating a University Vehicle contact Daron White of Environmental Health and Safety at (936) 261-1746.
10. All personnel must follow the established safety evacuation procedure for their respective facilities and vehicles.

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Presentation Preparation Standard Operating Procedure

Purpose

The purpose of this procedure is to inform all required individuals in how to effectively prepare for campus presentations.

The Presentation Preparation Procedure allows individuals to request assistance from CARC Communication Support Technicians to ensure the proper setup of technology needed for presentation execution.

Scope

The procedure and activities surrounding this procedure affects Hourly Student, Full Time Temp and staff members who are involved in the on campus presentation.

Prerequisites

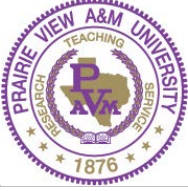
Outline information required before proceeding with the listed procedure; for example, worksheets, documents, IFAS reports, etc.

Requirement for operating this procedure:

1. Fill out Special Needs/Equipment Request Form
2. Check for Equipment Requested
3. Approval by Dr. Paul Johnson
4. Communication
5. Return Equipment

Procedure

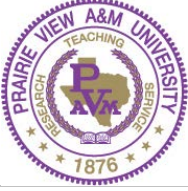
1. Provide the steps required to perform this procedure (who, what, when, where, why, how). Include a process flowchart.
2. All Individuals requesting assistance with Equipment or Technology regarding an on campus presentation must complete a Special Needs/ Equipment Request Form provided by the Communication Support Unit in CARC Room 106.
3. As Requests are made Support Technicians are to ensure the equipment needed is on hand and functioning properly before the given date of a presentation.
4. All Requests made must be approved by Office Supervisor Dr. Paul Johnson before any equipment is set up or checked out.

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5. Constant communication between Technician and Presenter are pertinent throughout this process. It is vital that the door of communication remains open and tasks are made clear and are understood by both parties whether by phone or email.
6. Support Technician is to be contacted after the completion of the Presentation to inform him/her the equipment is being returned/ready for pick-up if applicable. If changes to the return process need to be made the proper personnel is to be notified as soon as change is contemplated.
7. The Individual on the Equipment Request Form is the only individual permitted to operate University technology unless approved by Administration/Dr. Paul Johnson. Also, said individual is responsible for the equipment and are asked to operate with extreme caution.

Safety/Evacuation

8. In case of an emergency with any equipment checked out from CARC Communication Support Unit contact Technicians at (936) 261-5029.
9. All personnel must follow the established safety evacuation procedure for their respective facilities.

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Special Needs/ Equipment Request Form

1. Equipment (Please check any audio/visual equipment needed).

Projector: ☐ Slide Projector ☐ Overhead Projector ☐ Screen

Charts: ☐ Flip Chart/Markers ☐ Monitor/TV

Audio: ☐ Speakers ☐ Microphone ☐ DVD/CD player

Device: ☐ Laptop ☐ Clicker/Laser ☐ Wireless Mouse

Other: _____

2. Technical Support (Please identify how many Technicians you will need).

Of Technicians: _____

Will you require technical support throughout your presentation requiring CARC employee to remain present?

YES/NO

3. Note:

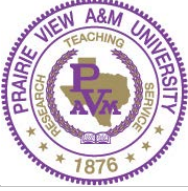
- ☐ Please contact Support Technician 2-3 days before your presentation to ensure all devices and materials are on hand and ready for setup.
- ☐ In case of a cancellation please be sure to notify proper personnel

4. Agreement (Please read and sign).

I _____ hereby agree to the terms and conditions of the CARC Communications Support team. I take responsibility for all items checked above and will operate with caution. If a change is to be made to my request I will notify Dr. Paul Johnson or any Support Technician as soon as possible at (936) 261-5029.

(Presenter signature)

(Technician Signature)

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Office Maintenance Standard Operating Procedure

Purpose

The purpose of this procedure is to train all required individuals in how to effectively maintain a clean work environment.

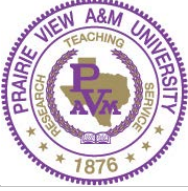
Proper Office Maintenance allows coworkers as well as visitors to operate comfortably in a clean and organized environment.

Scope

The procedure and activities surrounding this procedure affects faculty, staff and visitors who maneuver in and out of the given office space.

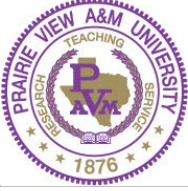
Procedure

1. Provide the steps required to perform this procedure (who, what, when, where, why, how). Include a process flowchart.
2. Upon reporting to work Make sure all printers and copiers are filled with computer paper.
3. Check the message board for any updates or requests.
4. Begin checking all jobs that have been started; if they are incomplete be sure to work on them accordingly.
5. Preferably 10-15 minutes before for leaving for the evening update paperwork with steps you have completed for the day.
6. Make sure all work spaces are clear of all clutter and software as well as paperwork are in their proper home.
7. Please clear the walk ways: Push in all chairs, tuck in all wires and chargers.
8. Close out of any programs still running on the Office computer and log off.
9. If you are the last to leave ensure the Computer lab is empty at 5pm, cut the lights off and lock the door.

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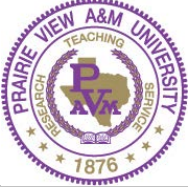
Safety/Evacuation

10. All personnel must follow the established safety evacuation procedure for their respective facilities.

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Procedure for setting up new computers

1. Create a service record.
2. Set-up admin accounts: **Admin3, Administrator, Pjohnson**
 - Properties → member of → add → advanced → find now
→ administrators
3. Install C
4. Install adobe acrobat 9/10
5. Install Microsoft office 2010
6. Install McAfee Antivirus software
 - <https://downloads.pvamu.edu> → insert PV log-in information Virus
Tools → University_Owned_Computers → McAfee8.7i
7. Install Adobe Flash player →
 - <http://getadobe.com/flashplayer> downloads
8. Change User Account (Windows XP)
 - Control Panel → user account → advanced → secure settings
(check)
9. Change User Account (Windows 7)
 - Control Panel → System and Security Administrative Tools
Local Security Policy Local Policies Security Options

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10. Change User Account (Windows 7)

- Control Panel → System and Security → Administrative Tools Local Security Policy → Local Policies → Security Options
CTRL+ALT+DELETE (Disabled) → do not display last user name (Enabled).

11. Update windows

12. Assign a name to the computer

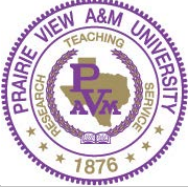
- Right click on My Computer → Click on properties → computer name → change (type computer name) → member of PV.PVPANTHER.NET → ok .

13. Restart and check all installations.

14. Sign and have an associate check and sign work done (Computer Service Record).

15. Add computer to the network (System Admin)

- Administrative password is needed to access pv.pvpanther.net.

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CARC Desktop Computer Setup Check-List

No personal computers unless it has been approved

Add The following User Names w/standard password:

- Admin3, Administrator, Pjohnson
 - (Apply to ALL above User Names) Properties→ Member of→ Add→ Advanced→ Find Now→ Administrators

Adobe Acrobat 9/10

Microsoft Office 2010

McAfee Antivirus Software

- <https://downloads.pvamu.edu>→Insert PV log-in information→ Virus Tools→ University_Owned_Computers→ McAfee 8.7i

Adobe Flash Player

- <http://get.adobe.com/flashplayer>→ download

KBox Agent (*University Owned Computers*)

- Run→Open: \\pvkbox02\client→agent provisioning→ windows_platform→ KinstallerSetup (yes) →Install

Viewfinity (*University Owned Computers*)

- Run→ \\pvsupport01→ Insert PV log-in information (eg. pv\username) → PVSAUG→ Software→ Viewfinity/Agent

Change User Account (*Windows XP*)

- Control Panel→ User Accounts→ User Accounts→ Advanced→ Secure Settings (Check)

Change User Account (*Windows 7 Computers*)

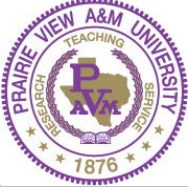
- Control Panel→ System and Security→ Administrative Tools→ Local Security Policy→ Local Policies → Security Options→ CTRL+ALT+DEL (*Disabled*)→Do not display last user name (*Enabled*)

Windows Update

Add The University Owned Desktop Computers to the network

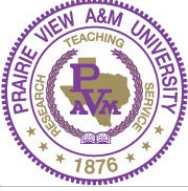
- Administrative Password is needed to access pv.pvpanther.net

RESTART THE COMPUTER AND ENSURE ALL NECESSARY ITEMS ARE INSTALLED. PLEASE LOG IN USING ONE OF THE ABOVE USER NAMES TO CONFIRM THEY ARE APPLIED.

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CHECK THE CD DRIVE TO ENSURE ALL CDS HAVE BEEN REMOVED AND PLACED IN ITS PROPER LOCATION

Technician Initials _____

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Issuing University Laptops Standard Operating Procedure

Purpose

The purpose of this procedure is to train all required individuals in how to effectively issue University Laptops to authorized Prairie View A&M faculty and staff members.

Scope

The procedure and activities surrounding this procedure affects Hourly Students, Full Time Temp and staff members who have visitor or guest entering the particular college facility.

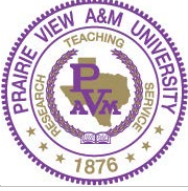
Prerequisites

Outline information required before proceeding with the listed procedure; for example, worksheets, documents, IFAS reports, etc.
Requirement for operating this procedure:

1. Must be a University Employee
2. Laptop Specifications
3. Laptop Check-out with Ms. Nicole Sparks

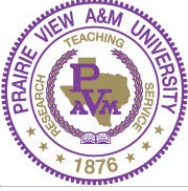
Procedure

1. Provide the steps required to perform this procedure (who, what, when, where, why, how). Include a process flowchart.
2. When issuing a University Laptop all software must be installed and updates must be ran.
3. Once the computer is ready for lending Ms. Nicole Sparks of the Cooperative Extension Program (CEP) must be contacted.
4. The computer cannot touch hands with the individual until Ms. Sparks has all of the necessary specifications and has received the signatures need and gives her approval.
5. Once the computer in the hands of the University employee they take on full responsibility for the laptop and are held accountable for issues as they occur

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Safety/Evacuation

6. In case of an issue with University owned laptop call CARC Communication Support Unit/ Dr. Paul Johnson at (936) 261-5029
7. All personnel must follow the established safety evacuation procedure for their respective facilities.

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Desktop/Laptop Repair Standard Operating Procedure

Purpose

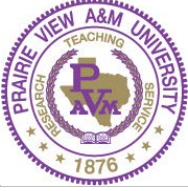
This stands to inform all support unit personnel of the procedures to follow when setting up new computers or repairing existing university computers.

Scope

The procedure and activities surrounding this procedure affects support unit personnel.

Prerequisites

-
1. Approval from department head
 2. Desktop computer
 3. University owned

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Procedure for repairing university owned computers

1. Create a service record using form (Computer Service record).

Document the following

- Problem Reported.
 - Computer name
 - Service tag
 - Express service code
 - Client name
 - Computer description
 - PV Tag
 - Date Reported
 - Date Serviced
2. Troubleshoot reported problems.
 3. Take steps to solve problem.
 4. Document steps taken to solve reported problems.
 5. Update computer if problem s solved.
 6. Sign and have an associate check and sign work done (Computer Service Record).
 7. Return computer to its owner.
 8. Have the owner sign Computer service Record on its return.
 9. File completed Computer Service Record.
 10. If problem is not solved call Dell.
 11. Document process to fix the issue on Dell correspondence analysis form.



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Correspondence Analysis

Associate: _____

Date: _____

Client Name: _____

Computer Edition: _____

Service Tag#: _____

Dell Technician: _____

Reason for calling:

Process taken to fix the issue:

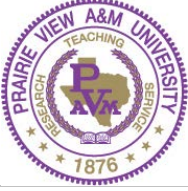
Service Number: _____

Was the problem fixed? ☐ YES ☐ NO

(If NO) Will a Dell Agent come to CARC? ☐ YES ☐ NO

• Date to expect the Agent: _____

Cooperative Agricultural Research Center
Prairie View A&M University
"A Member of The Texas A&M System"

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Binding and Lamination Standard Operating Procedure

Purpose

The purpose of this procedure is to train all required individuals in how to effectively Bind and Laminate given material

Binding and Lamination offers an alternative method to the preservation of documents.

Scope

The procedure and activities surrounding this procedure affects Hourly Students, Full Time Temp and staff members operating binding and laminating machines.

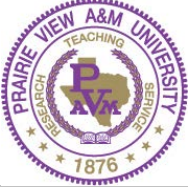
Prerequisites

Outline information required before proceeding with the listed procedure; for example, worksheets, documents, IFAS reports, etc.
Requirement for operating this procedure:

1. Description of what needs to be bound or laminated
2. Requirements for hard/soft binding
3. Printing on special paper
4. The binding/lamination process
5. A defined duty verbally or otherwise communicated by supervisor.

Procedure

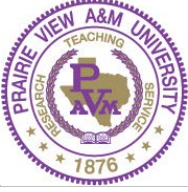
1. Provide the steps required to perform this procedure (who, what, when, where, why, how). Include a process flowchart.
2. Approval is required for ALL binding/laminating requests.
3. When operating either of the laminating machines allow a heat up time of 15-20 min or until the indicator light turns green.
4. Binding and Lamination are 2 of many services offered by CARC Communication Support Unit. If binding or lamination is needed and Technicians have open tasks they are not permitted to operate binding or laminating machines until said tasks are complete unless approved by Dr. Paul Johnson.

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5. Documents needing to be bound should be ready for print upon request. Support Technicians are not to allow edits or major changes at office computers.
6. If special paper is required for printing the individual must provide his/her own paper as CARC does not issue resume or photocopy paper. Standard 8.5x11" paper is provided and may be used if needed.
7. In the instance of changing lamination film follow the direction posted above the large lamination machine. Two persons are required to ensure the equipment is loaded properly and functions correctly.
8. Lamination sheets for the small laminator machine can be found in the cabinet of the large lamination machine in the Repair center.
9. Binding material is located in the cabinet are of the binding center. When restocking binding materials can be found in the Dark Room. In order to get access a key must be obtained and returned to its origin.
10. If the Technician has never operated the binding/lamination machines he/she must go through proper training by Dr. Paul Johnson or Experienced Technician (Approved by Dr. Johnson) before operating without supervision.
11. CARC Communication Support Unit are not responsible for documents after jobs are complete.

Safety/Evacuation

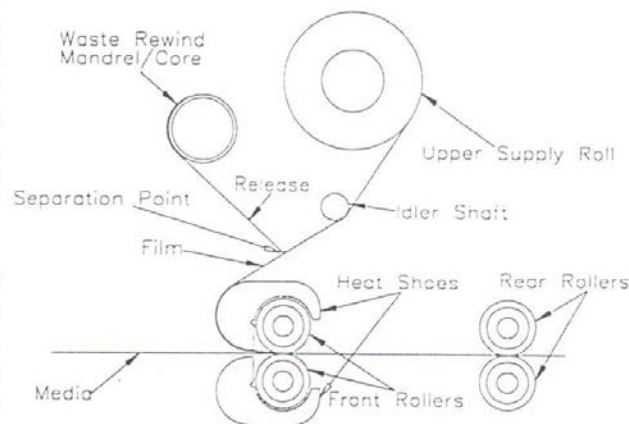
12. All personnel must follow the established safety evacuation procedure for their respective facilities.

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Operation Instructions for Release Liner Rewind Kit

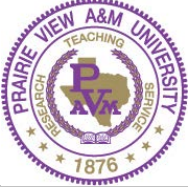
This laminator is equipped with the features necessary to allow the use of pressure sensitive film with release for single side lamination. The Release Liner Rewind will remove the release from the film and wind the waste onto an empty core, which can then be disposed.

The pressure sensitive film should be mounted on the upper supply roll (3" core adapters are provided if necessary) and threaded under the idler shaft. An empty film core should be mounted on the Waste Rewind mandrel, and the mandrel mounted onto the laminator. A section of scrap media that is at least as wide as the film in use should be started into the front rollers of the laminator. Separate the release from the film for a length of about 6 inches, and mount the exposed portion of the film to the media that has been started into the machine. Bring the end of the release under and up to the Waste Rewind mandrel, and tape the release to the spare core that has been installed to the mandrel. The Waste Rewind mandrel may be rotated by hand to assist in the start up. Slowly advance the motor of the laminator guiding the film and media to the rear rollers, while insuring the release is firmly attached to the Waste Rewind core.



The separation point for the film and release should be between the idler shaft and the point where the film contacts the heat shoe. The separation point can be adjusted by the tension knob on the Waste Rewind drive shaft. If the separation point is past the point where the film contacts the heat shoe, tighten the tension knob slowly until the separation point moves towards the idler shaft. If the separation point approaches the Waste Rewind mandrel or the idler shaft, loosen the tension knob slowly until the separation moves towards the heat shoe. The tension setting should need very little adjustment once set, but should be monitored during operation.

Once the separation point is set, lamination is performed normally. Care should be taken to minimize the gap between successive pieces of media being laminated so that the adhesive from the film is in contact with the lower roll as little as possible.

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Cooperative Agricultural Research Center
iPad Policy, Procedures, and Information
 2011-2012
CARC iPad Program

INTRODUCTION

The focus of the iPad program at Cooperative Agricultural Research Center (CARC) is to provide tools and resources to the 21st Century Learner. Excellence in education requires that technology is seamlessly integrated throughout the educational program. Increasing access to technology is essential for that future, and one of the learning tools of these twenty-first century employees is the iPad computer. The individual use of iPads is a way to empower employees to maximize their full potential and to prepare them for a technologically equipped workplace.

The policies, procedures and information within this document apply to all iPads used by CARC employees including any other device considered by the Administration to come under this policy.

PURPOSE

These policies and guidelines provide direction for the proper use of iPad devices issued to Cooperative Agricultural Research Center (CARC) employees as business needs indicate. The Program Director or Director of Operations will review the assignments annually and make changes as necessary.

The University's policies and guidelines, at all times, will supersede those set forth by CARC.

LOST OR STOLEN EQUIPMENT

Staff members should report loss of equipment immediately to their immediate supervisor or designee. The Program Director will determine the replacement process.

USAGE

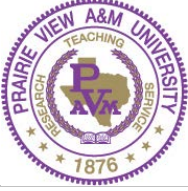
The primary purpose of the iPad is for official CARC and Prairie View A&M University (PVAMU) business with limited Incidental personal use. Responsible usage of the iPad not incurring additional costs may be allowable as agreed to by the employee's supervisor or Administrator. Excessive personal use of the cellular telephone may lead to loss of privilege.

IPAD PROTECTION PLAN

The recipient is responsible for the general care of the iPad. If the user recognizes that the CARC iPad is broken or fails to work properly, the unit must be taken to the University or CAHS Department for an evaluation of the equipment.

General Precautions

1. The iPad is the property of University and all users will follow this policy and the PVAMU acceptable use policy for technology.
2. Only use a clean, soft cloth to clean the screen, no cleansers of any type.

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3. Cords and cables must be inserted carefully into the iPad to prevent damage.
4. iPads must remain free of any writing, drawing, stickers, or labels that are not the property of PVAMU.
5. iPads must never be left in an unlocked car or in any unsupervised area.
6. If the Recipient uses “skins” to “personalize” their iPad then they must not take off any PVAMU labels.

Carrying iPads

The protective cases provided with iPads have sufficient padding to protect the iPad from normal treatment and provide a suitable means for carrying the device. The guidelines below should be followed:

- ☐ iPads should always be within the protective case when carried.
- ☐ Some carrying cases can hold other objects (such as folders and workbooks), but these must be kept to a minimum to avoid placing too much pressure and weight on the iPad screen.

Screen Care

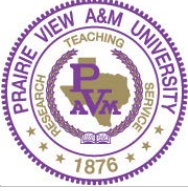
The iPad screens can be damaged if subjected to rough treatment. The screens are particularly sensitive to damage from excessive pressure on the screen.

1. ☐ Do not lean on the top of the iPad when it is closed.
2. ☐ Do not place anything near the iPad that could put pressure on the screen.
3. ☐ Do not place anything in the carrying case that will press against the cover.
4. ☐ Clean the screen with a soft, dry cloth or anti-static cloth.
5. ☐ Do not “bump” the iPad against lockers, walls, car doors, floors, etc as it will eventually break the screen

ACCEPTABLE USE POLICY

The use of the CARC/ PVAMU technology resources is a privilege, not a right. The privilege of using the technology resources provided by the CARC is not transferable or extendible by an employee to people or groups other than the employee and terminates when a employee is no longer employed in CARC. This policy is provided to make all users aware of the responsibilities associated with efficient, ethical, and lawful use of technology resources. If a person violates any of the User Terms and Conditions named in this policy, privileges may be terminated, access to the PVAMU technology resources may be denied, and the appropriate disciplinary action shall be applied. The PVAMU Employee Code of Conduct shall be applied to employee infractions.

Violations may result in disciplinary action as outlined by the PVAMU guidelines. When applicable, law enforcement agencies may be involved.

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COOPERATIVE AGRICULTURAL RESEARCH CENTER
Employee Pledge for iPad Use

1. I will take good care of my iPad.
2. I will never leave the iPad unattended.
3. I will never loan out my iPad to other individuals.
4. I will know where my iPad is at all times.
5. I will charge my iPad's battery daily.
6. I will keep food and beverages away from my iPad, since they may cause damage to the device.
7. I will not disassemble any part of my iPad or attempt any repairs.
8. I will protect my iPad by only carrying it while in the case provided.
9. I will use my iPad in ways that are appropriate, that meet CARC expectations, and that are educational.
10. I will not place decorations (such as stickers, markers, etc.) on the iPad.
11. I will not deface the serial number iPad sticker on any iPad.
12. I understand that my iPad is subject to inspection at any time without notice and remains the property of the CARC/PVAMU.
13. I will follow the policies outlined in the *iPad Handbook* and the *Use of Technology Resources Policy*.
14. I will file a police report in case of theft or vandalism.
15. I will be responsible for all damage or loss caused by neglect or abuse.
16. I agree to return the iPad, case and power cords in good working condition.

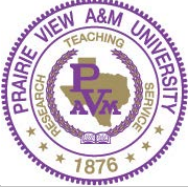
I agree to the stipulations set forth in the above documents including the iPad Policy, Procedures, and Information; the iPad Protection Plan; the Acceptable Use Policy; and the Employee Pledge for iPad Use.

Employee Name (Please Print): _____

Employee Signature: _____ Date: _____

Supervisor Name (Please Print): _____

Supervisor Signature: _____ Date: _____

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CD and DVD Labeling Standard Operating Procedure

Purpose

The purpose of this procedure is to label CDs and DVDs as well as their respective cases

Scope

The procedure and activities surrounding this procedure affects faculty and staff members who need this service for school purposes.

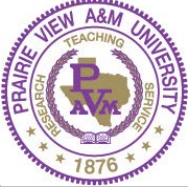
Prerequisites

Outline information required before proceeding with the listed procedure; for example, worksheets, documents, IFAS reports, etc.
Requirement for operating this procedure:

1. Computer
2. Label Printing Program
3. Required Paper
4. Printer
5. CD or DVD with respective case

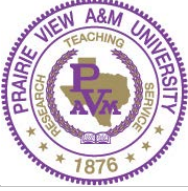
Procedure

1. Turn on machine
2. Retrieve password from folder
3. Open SureThing CD Labeler Delux
4. Pick either CD or Insert
Go to file → New → Choose from the available list of label types → Choose from the following : - CD/DVD Label
- CD Front Insert
- DVD Insert
5. Remove unwanted text from box.
6. Enter wanted text and/or image.
7. Go to the print pop up window
8. Select printer
9. Select bypass tray and any other specifications that comes in the options window

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Safety/Evacuation

10. Add required paper to tray
11. Click print
12. If it was a CD/DVD cover retrieve the CD stomper
13. Place the printed cover sticky side facing up on the middle of the stomper
14. Place CD/DVD face down to try and line up with the printed paper
15. press down and turn till you think it has been attached firmly on the CD\DVD
16. If it was a CD/DVD insert after it is printed just place within case

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Poster Printing Standard Operating Procedure

Purpose

The purpose of this procedure is for students, faculty and staff to be able to get posters printed for whatever school related purpose.

Scope

The procedure and activities surrounding this procedure affects faculty and staff members who have a poster or a document that a regular printer cannot do.

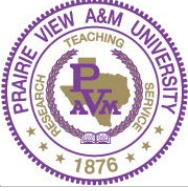
Prerequisites

Outline information required before proceeding with the listed procedure; for example, worksheets, documents, IFAS reports, etc.
Requirement for operating this procedure:

1. The particular document needed to print
2. Printer
3. Computer
4. Specifications on what the person wants done; for example size, color/black & white etc.

Procedure

1. Find out what exactly the person wants to be printed and how.
2. Open the document find the printer and set up the specifications
3. Print

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Lobby Track Standard Operating Procedure

Purpose

The purpose of this procedure is to train all required individuals in how to effectively use the Lobby Track System for identifying and tracking all visitor.

The Lobby Tracking Systems allows each area to identify with visitors or guests are in the building, reason for entering the building and where the visitor or guest will be located. Visitors include anyone who is not a student, faculty or staff of the particular college facility being entered.

Scope

The procedure and activities surrounding this procedure affects faculty and staff members who have visitor or guest entering the particular college facility.

Prerequisites

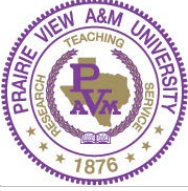
Outline information required before proceeding with the listed procedure; for example, worksheets, documents, IFAS reports, etc.

Requirement for operating this procedure:

1. Lobby Track Scanner
2. Printer
3. Computer
4. Lobby Track Badge
5. Drivers License, Photo I.D. (optional or as needed)

Procedure

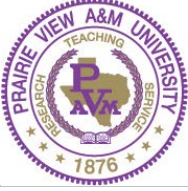
1. Provide the steps required to perform this procedure (who, what, when, where, why, how). Include a process flowchart.
2. All guest and visitor entering the building must report to the receptionist desk upon entering the building.
3. The receptionist on duty will ask the guest or visitor the purpose of their visit, who they are visiting and if the individual they are visiting is expecting their arrival.
4. Once the purpose of the visit is identified and who they are visiting, the receptionist must ask the visitor for the visitor's driver's license or some form of photo identification that accurately identifies the guest or visitor.

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5. The receptionist will enter the following information into the Lobby Track System.
 - Visitor first and last name
 - Today's date
 - Purpose for the visitor
 - Who is being visited
 - Identification number
 - Length of time for visit
6. Once this information is entered, the receptionist will scan the visitor or guest picture identification into the system and print a Lobby Track badge. The visitor or guest must place the badge on their shirt, coat or jacket where it is visible at all times while they are within the facility. If a photo I.D. is not available, the receptionist must use the webcam on Lobby Tracking System to take a picture of the visitor or guest and scan the webcam photo onto the Lobby Track badge. All information in step 5 and 6 will preserved/saved in the Lobby Track System for future reference.
7. All guest and visitors must report to the receptionist desk and receive a Lobby Track badge each day they visit the facility. Lobby Track badges are valid for one day only.

Safety/Evacuation

8. In case of an evacuation, the receptionist is responsible for printing a daily roster before evacuating the building. The receptionist is responsible for using the printed Lobby Track Roster to identify visitors and guests and ensure they have all exited the premise and are accounted for.
9. All personnel must follow the established safety evacuation procedure for their respective facilities.

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College of Agriculture and Human Sciences Special Events

Purpose

The purpose of this Standing Operating Procedure (SOP) is to establish procedures and responsibilities of the PVAMU CAHS Communications Specialist.

Scope

The scope applies to all personnel utilizing the CAHS communications unit.

Objectives

Deliver comprehensive communications and marketing support and services directed toward maximizing usage, customer satisfaction and services.

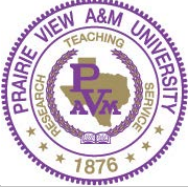
Provide promotion and advertising strategies for CAHS events, programs and etc.

Provide Information and assistance to all levels on communications and marketing concepts in advertising and promotions of programs, services and special events.

Communications Specialist

Support Director of Communications with production of advertising materials for event promotion.

- Posters, flyers, brochures, pamphlets etc. will be printed to the capabilities of printers and availability of supplies per event. Personnel needing assistance are responsible for submission of a marketing request **45** days prior to event. Promotional materials will be "on the street" one month prior to the event to ensure optimal attendance/participation. Communications unit reserves the right to verify content. Printing requests may be delayed until questions are resolved.
- Media Releases. Media releases will be written in Associated Press (AP) style. We will send the written release for approval. If you send your own release, editing will be done to conform to AP style and news release format. Upon approval, release will be sent 2 weeks before the event to the appropriate media lists (business, print media, and broadcast media) according to printing and circulation schedules.
- Other stories not tied to an event, such as faculty grants, awards or publications, alumni achievements, student involvement and projects, must be sent with detailed information by e-mail as early as possible.

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1. Request comes in from the System
2. Indicate the needs and possibilities of the event
3. Brainstorm with others including but not limited to the requestor
4. Form committee
 - Split into subcommittee and assign tasks
5. Set calendar dates with timetables, deliverable and if bottlenecks occur
6. Decide key players to make event a success (dj, speakers, venue, food/catering etc.)
7. Begin promotion (who, what when, where and why)
 - subcommittee members to begin advertising, media (newspapers, radio, social), direct mail and promotional themed items)
8. Committee members report out regarding their progress
9. Logistics is validated (venue, costs, administrators, music and speakers, tables, linens and place settings etc.)
10. Intensify promotion
11. Meet with committee with final check list that all is done
12. Send press releases and post on websites and other media outlets (get the BUZZ going)
13. Successful Event
14. Write an article about the event



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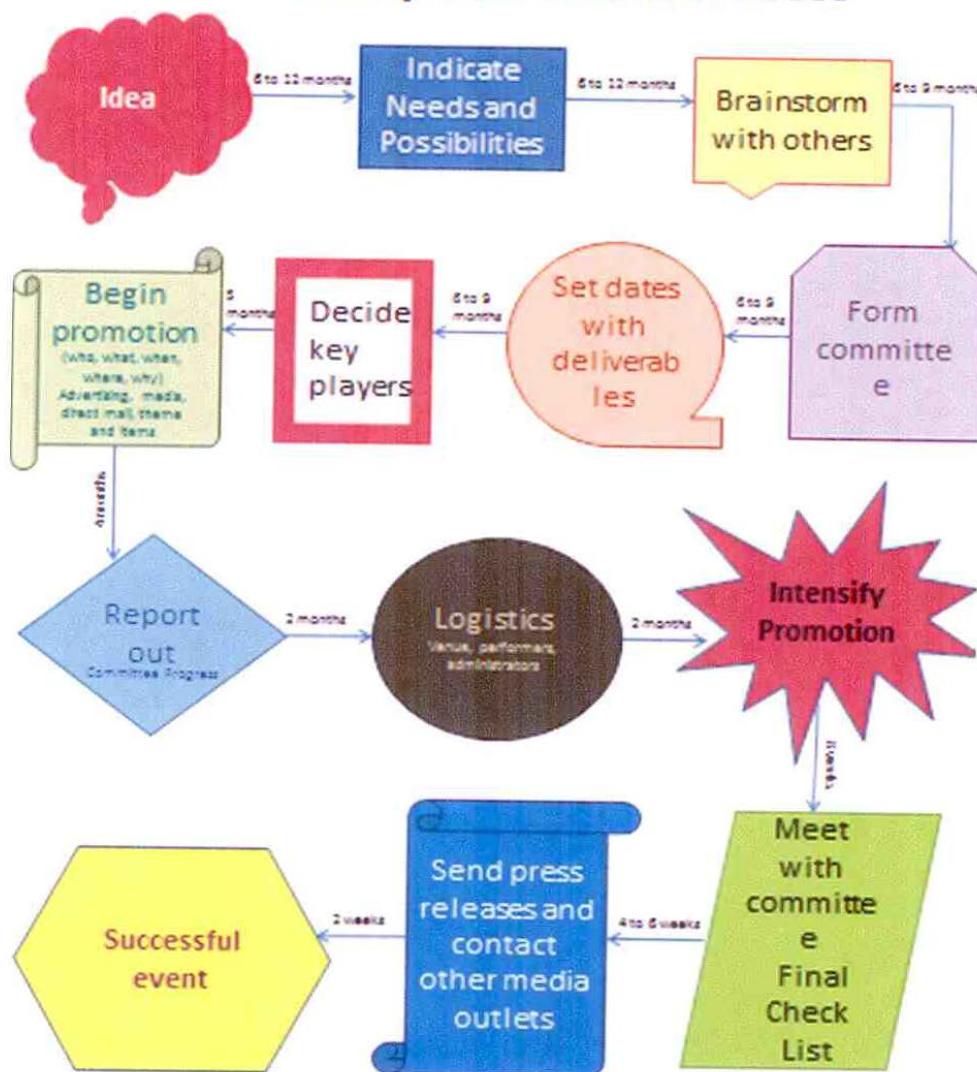
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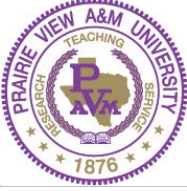
Last Reviewed/Update Date

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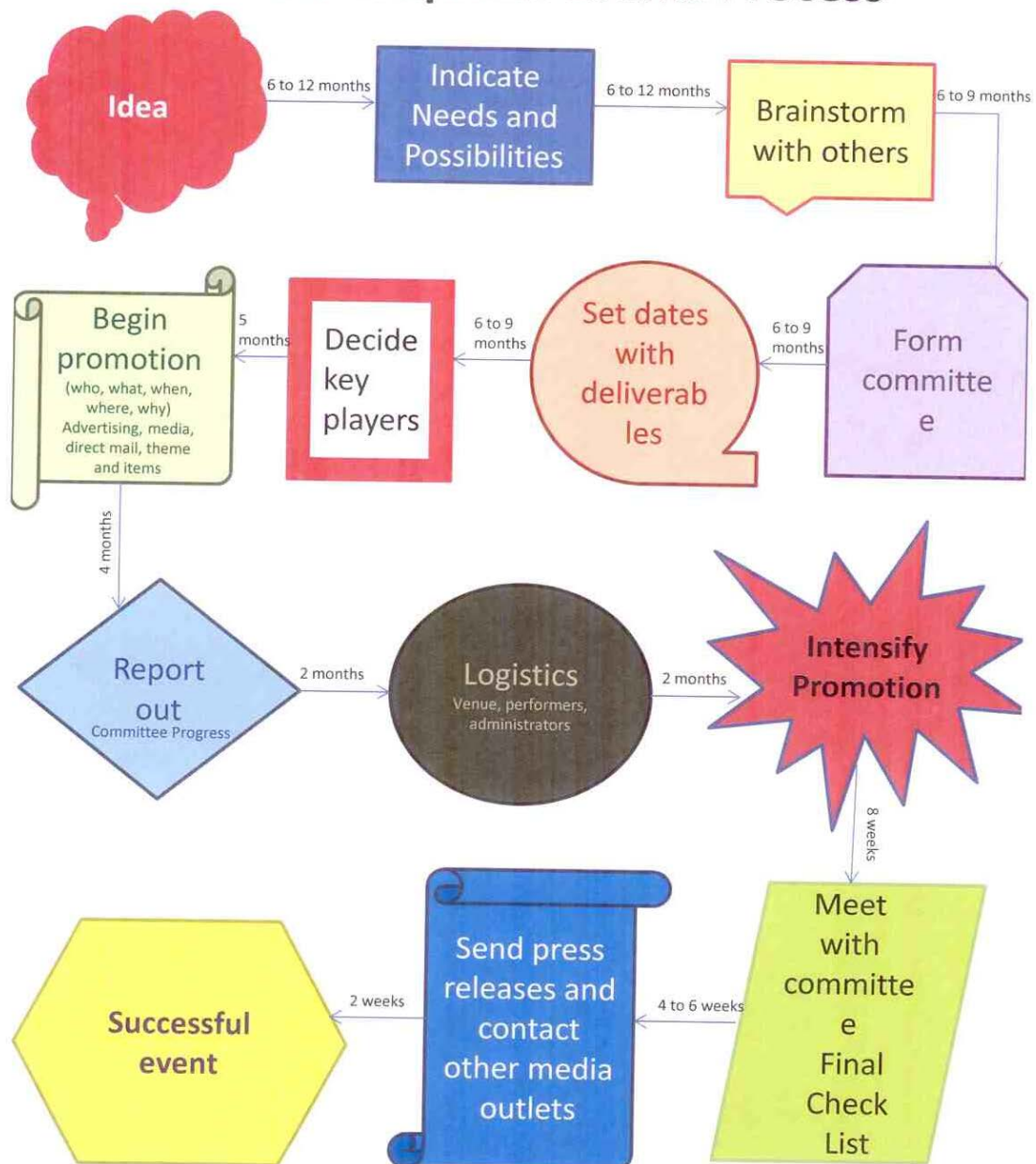
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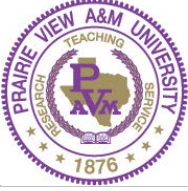
CAHS Special Events Process



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CAHS Special Events Process



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Brochures

Purpose

The purpose of this procedure is effective way of passing around information. It is mostly used for marketing as many can be handed to different types of individuals.

Scope

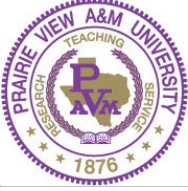
This procedure is for all CAHS personnel.

Prerequisites

Request submitted through the Agricultural Communications and Information Technology Request for Services

Procedure

1. Receive request from the system
2. Identify the event
3. Decide a creative and eye catching design concept
4. Meet and discuss design concept with key players for input
5. Open InDesign
6. Create a new document
7. Double click Brochures folder
8. Select the size and shape of the brochure
9. Add rulers by clicking view options
10. Look at the layout, 8x11 is split into 2 brochure pages (this is the 4th and 1st page of brochure) scroll to next sheet to get pages 2 and 3
11. Double click inside the text box to change the title and description of the brochure
12. Click outside the box for the changes to be accepted
13. Click the picture on the first page and delete; place your picture or image on the first page
14. Change all text boxes and pictures on the first sheet
15. Change all pictures and text on the 2nd page
16. Make any desired color changes, font types and sizes
17. Save document
18. Send draft for review and comments
19. Make necessary adjustments
20. Send for further review with the stated adjustments
21. Make final editorial adjustments and print

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Editing and Proofreading Proposals, Manuscripts and Scientific Papers

Purpose


The purpose of this procedure is to catch inconsistencies, spelling errors, omitted words, and typos while refining, grammar, punctuation, and stylistic details. This practice is critical even in the technological age because proofreading eclipses the cursory capabilities of spell-check, which speedily skips over incorrect word choices, illegal hyphenations, wrong fonts, and inconsistent capitalization. Moreover, a document is not considered complete without proofreading aspects.

Scope

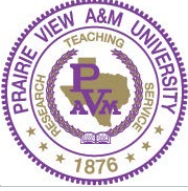
The procedure and activities surrounding this procedure affects faculty, staff members and students.

Procedure

1. Receive request from the System
2. Print a hard copy of the document
3. Plan your time according to length and document type
4. Read the document in its entirety before editing for understanding, content etc.
5. Don't rely on spell check
 - Spell check do not always catch homophone errors, contextual errors or jargon
6. Know and understand error pattern
7. Use a blank piece of paper as a cover and read one line at a time and edit
8. Proofread one error type at a time
 - Example: read first for capitalization errors, then punctuation etc.
 - Focus on checking typing mistakes, missing words, punctuation
9. Check all proper names and special terminology
10. Check for layout of headlines, paragraphs for correct placement and type
11. Rephrase and revise sentence structure, improve word choice, organize to improve coherency
12. Improve the clarity and logic of presentation
13. Eliminate repetition and wordy phrases to ensure continuity and logic
14. Fact check simple and obvious statements
15. Improve organization and quality of communication
16. Present the methods with which the objectives will be realized
17. Point out obvious scientific discrepancies, review tables, figures and legends
18. Check for clear description and rationale of the experimental methods
19. After all proofing and editing, read aloud you will hear errors that you did not find visually

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20. Have a good eye for detail
21. Transfer all edits, proofing and comments to electronic version
22. Re-read each line by line and word for word
23. Forward to Director of Communications

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Flyers

Purpose

The purpose of this procedure is effective way of passing around information. It is mostly used for marketing as many can be handed to different types of individuals.

Scope

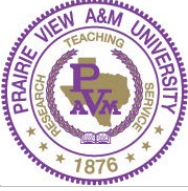
This procedure is for all CAHS personnel.

Prerequisites

Request submitted through the Agricultural Communications and Information Technology Request for Services

Procedure

1. Receive request from the system
2. Identify the event
3. Decide a creative and eye catching design concept
4. Meet and discuss design concept with key players for input
5. Open Photoshop
6. Create a new document
7. I Use specifications width: 8 inches, height: 10 inches, resolution: 72 pixels/inches and white background
8. Open the source for the image, copy (it should paste in new layer)
9. Scale to fit using scale transformation (hold shift key to constrain proportion), exact fit= edit>transform>scale (H 10 and W 8 inches)
10. Edit the picture by removing anything you may not want
11. Add a vignette effect by creating a new layer and using the brush tool (use a large soft brush tip). Select black as the foreground color (or any color that fit your design)
12. Add type create different type layers
13. Create a side bar as a new layer, use the rectangle tool, create a selection along the right side of the picture and fill with foreground color, then use eraser tool to fade the bottom
14. Now begin to customize use white or complimentary colors
15. Save document
16. Send draft for review and comments
17. Make necessary adjustments
18. Send for further review with the stated adjustments
19. Final copy must include special assistance and non-discriminatory disclaimer
20. If no changes, print and take to MSC 2nd floor Student Activities for approval to post...make sure all copies are stamped

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Newsletters

Purpose

The purpose of this procedure is effective way of passing around information. It is mostly used for marketing as many can be handed to different types of individuals.

Scope

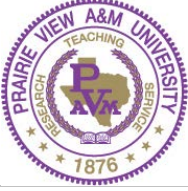
This procedure is for all CAHS personnel.

Prerequisites

Request submitted through the Agricultural Communications and Information Technology Request for Services

Procedure

1. Receive request from the system
2. Identify the event
3. Decide a creative and eye catching design concept
4. Meet and discuss design concept with key players for input
5. Open InDesign
6. Create a new document, specify settings (double sided 11x17)
7. Select layout, margins and columns from control panel
8. Create brochure nameplate
9. Choose fonts and size nameplate
10. In the swatch panel create newsletter colors
11. Add text directly or from word. If directly choose type tool and draw a text frame. If from word use file, use select tool and drag to text frame, use the red plus sign and click in the InDesign document and place, adjust text font and size as desired.
12. Add graphics file and place
13. Adjust layout as needed
14. Save document
15. Send draft for review and comments
16. Make necessary adjustments
17. Send for further review with the stated adjustments
18. Make final editorial adjustments
19. Choose paper and weight
20. Print

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Poster

Purpose

The purpose of this procedure is Posters are typically attention-getting ways of giving information to a passer-by. Posters use graphic and typographic elements to give information about something, usually with the goal to increase a passer-by's knowledge of the poster's subject.

Scope

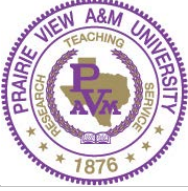
This procedure is for all CAHS personnel and students.

Prerequisites

Request submitted through the Agricultural Communications and Information Technology Request for Services

Procedure

1. Receive request from the system
2. Identify the presentation request
3. Meet with requestor to determine speaking points
4. Decide a creative and eye catching design concept
5. Open PowerPoint
6. Make a New presentation, layout choose a blank one no title.
7. Choose size of poster wide; 48 to 60 inches, height 36 inches
8. Add all text and pictures into the slides
9. Make sure the pictures are 200dpi
10. If adding a graph from Excel copy and paste
 - Select background color from format menu (select picture background if a picture, fill effects and find the picture from your folder, fade or lighten picture (watermark)
11. Save entire document
12. Send draft for review and comments
13. Make necessary adjustments
14. Send for further review with the stated adjustments
15. Make final editorial adjustments
16. Print

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PowerPoint

Purpose

The purpose of this procedure is PowerPoint is a useful tool for many students and professors, as it provides a visual accompaniment to a speech. PowerPoint has numerous functions that make it a great part of almost any speech.

Scope


This procedure is for all CAHS personnel and students.

Prerequisites

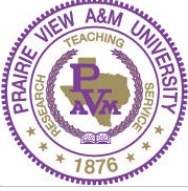
Request submitted through the Agricultural Communications and Information Technology Request for Services

Procedure

1. Receive request from the system
2. Identify the presentation request
3. Meet with requestor to determine speaking points
4. Decide a creative and eye catching design concept
5. Open PowerPoint
6. Make a New presentation, layout choose a blank one no title.
7. Determine number of slides
8. Add all text and pictures into the slides
9. Use a sound recorder, movie maker, PowerPoint recorder or other device
10. Make sure you have the correct microphone and volume is set to maximum
11. Desktop: start menu, all programs, accessories, entertainment, sound recorder
 - Click red button to record
 - Click black rectangle button to stop recording, make sure there is a pause after the narration
 - Save the sound file (WAV file) and make sure it is easy to place in PPT
12. Save entire document
 - **OR**
13. If PPT recorder, slide menu, click record, set microphone level, click ok start recording, make sure there is a pause after narration
14. Choose tools then options (link file 5000kb) then click ok
15. Choose insert, movies and sounds and then sound from file, click ok
16. Save document
17. Send draft for review and comments
18. Make necessary adjustments

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19. Send for further review with the stated adjustments
20. Make final editorial adjustments
21. Print

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Press Release

Purpose

The purpose of this procedure is to promote something specific, like an event, accomplishment, or significant changes or happenings.

Scope

This procedure is for all CAHS personnel.

Prerequisites

Request submitted through the Agricultural Communications and Information Technology Request for Services

Procedure

1. Receive request from the system
2. Identify the issue or event
3. Schedule a meeting with Director of Communications and requestor to discuss the issue or event
4. Determine the key message
5. Identify experts (If time permits)
6. Prepare first draft of press release (PR)
7. Prepare first draft of questions and answers (Q&A)
8. Send draft for review
9. Send draft of Q&A
10. Receive feedback and amend the PR
11. Forward updated PR
12. Implement the comments on PR to align information with Q&A
13. Perform editorial quality check
14. Send final version to Director of Communications (indicate timing and no further changes to document can be made)
15. Distribute to media outlets as a PDF file and place on website