

**CLASSIFICATION: Business and Noninstructional  
Operations****ADOPTED: 1/5/79****REVISED: 9/13/95****SUBJECT: Printed Material, Production of****PAGE: 1 of 3**

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The County Superintendent of Schools establishes an administrative regulation to facilitate the preparation and production of material for printing and graphic reproduction for educational and business purposes. The Graphic Communications Unit of the Human Resource Services Division is responsible to maintain a system to coordinate, schedule, and producer materials for the San Diego County Office of Education and school and community college districts.

#### PRINTED AND GRAPHIC MATERIALS

Preliminary approval from the program manager is required on any proposal to print or produce materials to ensure that the proposal fits into the budgeted communication effort of the section and supports the missions and goals of the San Diego County Office of Education. San Diego County school and community college districts desiring to produce materials through the San Diego County Office of Education shall develop an agreement for services approved by the County Superintendent of Schools.

The originator should discuss the desired physical features of the project, including costs, design, and distribution, with the Graphics Communications Manager to determine its feasibility and to develop an estimate of labor, materials, and related expenses for the project.

The originator is responsible for research and writing for the project or arranging for such services to be performed by an independent contractor. When copy is completed, the originator prepares a *Graphics Communication Requisition*, Form 68, which must be approved by the division assistant superintendent. Graphics Communications Section will assist with materials preparation and order original illustrations, design, and photography as requested for the copy.

#### ACKNOWLEDGMENTS AND AUTHORSHIP

The originator is responsible for obtaining and retaining all necessary written permission from the copyright holder(s) for reprint and copyrighted print and nonprint text, graphics, or photograph incorporated in the project. Acknowledgments for reprinted work(s) shall be included as appropriate in the completed project.

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Attributions of authorship and credit for staff contributions shall be given in accordance with Administrative Regulation No. 3526.

COPYRIGHTING

The Graphics Communication Unit shall be responsible for the application process to obtain a copyright for the completed print or graphics project in the name of the County Board of Education in accordance with Board Policy No. 2300 and Administrative Regulations Nos. 2300, 2301, and 2302.

DISTRIBUTION OR SALE OF MATERIALS

Distribution of Materials

Copies of the completed project will be provided for the distribution specified on Form 68 to schools and school personnel at grade level and interest areas, and to staff of the County Superintendent of Schools. Copies shall be provided to the originator as specified on Form 68.

Sale of Materials

Sale of printed materials after completion of the original distribution specified on Form 68 shall be coordinated through the Graphics Communications Section. A list of publications by topic, with a price list, may be furnished upon request to San Diego county school and community college districts, officers, and employees. Schools and public agencies not regularly served by the San Diego County Office of Education and individuals may purchase copies of printed materials subject to availability, upon payment of the cost of the material plus applicable sales tax.

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**PRICES OF PUBLICATIONS**

The County Board of Education may establish a price for the completed project on the basis of information supplied such as the cost of production and distribution. The originator's division assistant superintendent shall propose a sale price for the intended distribution of the completed project. The County Superintendent of Schools shall present the item to the County Board of Education for approval of the sale price.

**Derivation: Former Operational Procedure No. 3752, Adopted 1/5/79. Amended and Renumbered 3524  
9/13/95.**

**Former Operational Procedure No. 3748, Adopted 1/5/79. Repealed 9/13/95.**

**Legal Reference: Education Code  
1249**