**College Communications Office**

The Office of College Communications was initially a component of the office of Alumni Secretary. In 1926, W. Ernest Milton '26 was the first director of publicity and alumni secretary.

In 1966, the positions were officially separated and Russell Strong became the director of public information. The office is now a division of Institutional Advancement and is responsible for overseeing public relations activities and the preparation of college publications. The office issues news releases, photographs college events, issues the college directory, and manages the college's web site.

**Retention Schedule**

**Job Jackets.** Records for each publishing job containing proofs, samples, ordering information, memorandums, and other records. Files are weeded of extraneous material after 1 year.

Disposition Instructions: Transfer 1 copy of all publications to College Archives for permanent retention. Destroy job file after 10 years or when reference value ceases, whichever is later.

**News Releases.** Master copies of college news releases.

Disposition Instructions: Transfer 1 copy to College Archives for permanent retention. Retain 1 copy in office until reference value ceases.

**Old Film/Illustrations.** Files of illustrations and photographs used for college publications.

Disposition Instructions: Retain in office until reference value ends, transfer to College Archives for appraisal and final disposition.

**Photographs and Slides.** Photographs of the college and college-related matters, individuals, or locations. Disposition Instructions: Transfer to College Archives when reference value ends for appraisal and final disposition.

**Photograph Contact Sheets and Negatives.** Contact sheets and corresponding negatives for photographs of the college and college-related matters, individuals, or locations. Disposition Instructions: Transfer to College Archives when reference value ends for appraisal and final disposition.

**Scrapbooks.** Scrapbooks of news media clippings concerning the college and related matters.

Disposition Instructions: Transfer to College Archives when reference value ends for appraisal and final disposition.

**Backup Files.** Copies of publications produced through computer software programs. Work is copied onto 3½ inch diskettes and some tape cassettes. Copies are hardware and software dependent. Software includes Pagemaker, Quark, and WordPerfect for Mac.

Disposition Instructions: Destroy in office when reference value ends.