

STANDARD X: PUBLIC DISCLOSURE

Description

The University of Vermont presents itself to students, other internal audiences, and the public through a variety of communication vehicles.

Academic Catalogues

The University publishes its undergraduate catalogue annually to ensure its availability for the initial first-year orientation program in June. The University's mission statement, accreditation status, statements of nondiscrimination, academic policies and resources, and requirements for admission and for academic programs are fully described therein. Tuition and fees information is accurate and up-to-date; financial aid information is provided.

All faculty are listed with their earned degrees, granting institutions, and faculty rank. Only faculty who have been offered and have accepted appointment at the time of publication are included. At the present time, the catalogues do not indicate full- or part-time status. Administrative officers and members of the Board of Trustees are listed separately.

Additions, deletions, and changes to course listings are required to follow a course approval process prior to publication in any catalogue. Listings are accurate and up-to-date at the time of publication. Course listings include title, description, credit hours, prerequisites, and any other requirements. Courses not offered in a given year are so noted. When known at the time of publication, courses are listed with the instructors' names. The "Schedule of Courses" published each semester by the Registrar's Office contains the most accurate faculty assignments by course section and time.

The Graduate College catalogue is published biennially, with an addendum listing of new courses, course changes, faculty changes, and tuition and fees being published in the odd year. A booklet published annually by the College of Medicine describes admissions criteria, the curriculum, tuition and fees, and other information pertinent to the Medical School.

The catalogues are used by current students and by faculty for advising purposes, but are generally not used in recruitment. The graduate catalogue is available on the World Wide Web at <http://www.uvm.edu/~gradcoll/page.html> and the process to make the undergraduate catalogue available online is currently underway. Hard copies are available upon request at a variety of campus locations.

Student Recruitment Publications

The Admissions Office and the Office of University Communications work with the Office of Institutional Studies, Office of the Provost, and key representatives from throughout the University to produce annual recruitment publications and other communications. Prospective students — identified through search mailings, college fairs, campus visits, and a

variety of other programs — receive a planned sequence of materials designed for their level of interest and informational needs.

The University of Vermont Viewbook, UVM's principal recruitment publication, serves as a prospectus describing academic programs offered through the University's eight undergraduate schools and colleges and provides an overview of UVM's educational philosophy and mission, as well as an illustrated introduction to university life. Other publications directed to prospective students and their families include a semi-annual newsletter, invitations to campus visit programs, educational financing materials, and a variety of personalized letters.

The University's Office of Financial Aid works closely with the Offices of Admissions and Communications to disclose information about financial assistance programs available to UVM students for educational purposes. This information is presented in a variety of publications, including the UVM Viewbook, admissions application form, and undergraduate catalogue, as well as informational booklets and brochures distributed through mailings, admissions open houses, the World Wide Web at <http://www.uvm.edu/admissions/>, and other sources. These publications are reviewed and updated annually by Financial Aid to reflect changes in federal, state, institutional, and other student financial assistance programs.

Brochures for ALANA (African, Latino, Asian, and Native American) students are published by the Admissions Office (for undergraduate students). Other resources describing services available on campus for ALANA students are available from the ALANA Student Center, Women's Center, Office of International Educational Services, Learning Coop, and Office of Specialized Student Services.

Continuing Education Publications and Advertising

Three times a year, Continuing Education publishes *FOCUS*, which lists Evening University courses for both the fall and spring semesters and Summer University offerings. Since courses are offered statewide, publications are distributed to state high schools, libraries, town clerks' offices, and post offices, in addition to mailing through an in-house mailing list. Course descriptions are derived from the undergraduate and graduate catalogues and no course is included which has not been through the course approval process. The faculty member responsible for each course is listed.

Tuition, fees, registration, and advising information is clearly stated, as well as are policies and services for Continuing Education students. A separate, smaller publication, *STATEWIDE*, published prior to each semester, lists courses offered at Continuing Education Regional Centers and Community Learning Sites throughout Vermont. Continuing Education also publishes brochures promoting special series such as the Summer Writing Program, International Business Institute, and the Certificate Program in Gerontology. These pieces are designed and printed outside the University. In addition to publications, advertising and other forms of promotion are utilized by Continuing Education. Brochures and other communications promoting conferences and products offered by DCE's Professional Programs group are mailed to targeted audiences determined by program content. They are

designed and printed outside the University. Content and accuracy are reviewed and approved by DCE.

The listings and information contained in Continuing Education's publications are also made available on various homepages through DCE's Web site at <http://uvmce.uvm.edu:443/>.

Other Publications and Advertising

The Office of the Vice President for Student Affairs publishes annually *The Cat's Tale*, the student handbook that, in addition to general information of interest to students, contains statements on student rights and responsibilities and various University policies. *The Cat's Tale* is available to students in hard copy or via the Web at <http://www.uvm.edu/~dosa/handbook/>.

The student newspaper, *The Vermont Cynic*, is published weekly throughout the school year by the Cynic staff, a group recognized by the UVM Student Government Association. The paper has a distribution of 10,000 copies per issue.

The Office of University Communications (formerly offices of Public Relations and University Marketing) serves as the central source of information about UVM and is the official channel of communication between UVM and the general public. The Office provides professional communications expertise to advance University priorities with both targeted and general audiences. Through its news and information division, the office provides accurate and timely information to internal and external audiences, including the media, about news and events at the University. The Office distributes news releases through both traditional and electronic means; publishes the *Record*, a biweekly campus newspaper with a circulation of 6,500; maintains a comprehensive calendar of events; and offers an up-to-date World Wide Web site with electronic versions of news releases, the *Record*, the University calendar, and "UVM in the News," a monthly summary of the best UVM stories profiled in the news media (<http://www.uvm.edu/~uvmpr/>).

The UVM Extension System distributes educational and practical information concerning Vermont communities, families and homes, farms, businesses, and the natural environment through Vermont media outlets and multiple other avenues. The Extension and Vermont Agricultural Experiment Station's communication office mails 13,000 publications in response to requests for written information, while regional offices and individual faculty and staff respond to hundreds of additional requests. Through the daily noontime television program, "Across the Fence," Extension staff, faculty, and guests present educational information to an estimated daily audience of 80,000.

The Employment Office, at the request of the hiring departments, places advertisements for positions in newspapers and publications, and administers the "Hotline." By calling a special University phone number, job seekers can hear a weekly recorded message which lists open positions with beginning salaries. Also, job openings are posted weekly on the Web at <http://www.uvm.edu/~uvmhr/jobs.html> and sent to many locations both on- and off-campus.

The Offices of Financial Analysis and Budgeting and Institutional Studies publish annually the *UVM Sourcebook*. The Sourcebook is a collection of demographic and financial information about the University and is designed as a reference for those interested in the numbers and trends describing UVM's size, costs, resources, and constituent groups, plus information on student enrollment, retention, and graduation rates. It is available upon request through the Offices of Financial Analysis and Budgeting, Institutional Studies, University Advancement, and University Communications.

The Office of Institutional Studies conducts a survey of all May undergraduate degree recipients one year after graduation. The aggregate results of this annual survey, which obtains information on graduates' further education activities, employment, salary, satisfaction with UVM, and other salient issues, are made available on the University's Web site at <http://www.uvm.edu/~isis/uvm.html>.

The University's *Annual Financial Report* is published by the Office of University Marketing and Communications and is available in hard copy or via the Web at <http://www.uvm.edu/~cntrllrs/96finrept/contents.html>.

The University's Web site is an evolving form of communication and an additional vehicle for public disclosure. Information about UVM programs and policies appearing on the Web has been compiled from a variety of institutional sources with support from UVM's Computing and Information Technology unit. Under broad guidelines from the UVM Webmaster, individual units have been responsible for developing and maintaining their own Web pages. A present effort to provide institution-wide design and Web navigation templates is in progress, and it is anticipated that most academic and administrative units will adopt overall institutional guidelines while retaining responsibility for Web page maintenance. Recommendation has been made by a University-wide task force that Web policy and supervision be centralized under the Chief Learning Officer, and this recommendation has been implemented.

Appraisal

In general, the University's publications and advertising are accurate and representative. Content of publications is reviewed regularly since most University publications are revised and printed annually.

There is at present no policy mandating a central review of content and style, although major publications such as catalogues and Admissions, Advancement, and Continuing Education literature are appropriately reviewed by the Provost's Office. Policies are in place for University units utilizing World Wide Web pages but, beyond general guidelines for key gateway units — Admissions, Advancement, Continuing Education, Extension, and Public Relations — content and design are generally left to the discretion of individual units.

Departments, schools, colleges, and other academic and non-academic units are encouraged to seek the counsel of the Office of University Communications for content, style, and design feedback but are not required to do so. Standardized logos and logo usage principles are

circulated in print and are available electronically to the campus community and most units have attempted to accommodate the guidelines.

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