

FGPA Brochure Policy

Preamble

The Faculty of Graduate and Postdoctoral Affairs designs and prints brochures to help promote and market individual graduate programs. They include information that is most requested by prospective students. The brochures drive prospective students to departmental and other websites for additional information.

These brochures are popular handouts for FGPA and individual departments to share with all interested individuals and groups at Carleton and elsewhere.

FGPA distributes hard copies of the brochures at graduate recruitment fairs, grad information sessions and at the FGPA information counter. Departments share these brochures at their own on- and off-campus recruitment events, during road trips, at conferences, as mail-outs to relevant groups or professors at other universities, and distribute to interested prospective students who visit the departments or request information about the program.

The purpose of this policy is to delineate a framework within which brochures can be produced in a cost-effective and timely fashion, and to the satisfaction of all parties involved.

The Template

In order to maintain a consistent look and content, FGPA developed a brochure template that includes: program description(s), key messages, testimonials, capital advantage, research highlights, employment opportunities, admission information, required documents, financial assistance, language requirements and contact info. Brochure covers are colourful images suggested by FGPA that are relevant to an individual program.

Each brochure should include information about all grad programs (master's, doctoral and diploma) that are related to a specific program. FGPA also produces separate brochures for stand-alone diploma programs.

The brochure template and instructions are both available in the Resources section of our [Faculty and Staff web page](#).

The Process

The following brochure production schedule takes advantage of the prime recruitment season in the fall and early winter.

Each December, FGPA conducts an inventory of existing graduate brochures.

In January, FGPA contacts individual departments that require updates or more printed copies. At this time, the FGPA Communications Officer provides an updated draft to the departmental Graduate

Supervisor and Graduate Administrator for their approval. The departmental representatives should ensure that any new information about their program is included.

Once the Graduate Supervisor has approved of the final content, FGPA creates a mock-up of the revised brochure. This version of the brochure is again sent to the Graduate Supervisor for final approval. The revised mock-ups need to be completed and approved by departments by the end of March.

Once approved, this information is final as the brochure is then sent for printing. All brochures must be printed by end of July.

It is important to provide up-to-date testimonials from current students or recent alumni. It is the department's responsibility to provide this information, along with consent forms/emails to publish these quotations in the brochure.

Any photos provided by a department for potential publication in their brochure must also be approved by all people in the photograph. Consent forms are available in the Resources section of our [Faculty and Staff web page](#).

Existing cover images are carefully chosen and cost money to purchase. As such, it is expected that these images will last for many years. Departments will be charged the cost of an image should a new image be requested.

All revised and new brochures must be AODA compliant and, therefore, must include the following sentence: *This document is available in a variety of accessible formats upon request. A request can be made on the Carleton University website at: carleton.ca/accessibility/request.*

All brochures also include the Carleton and FGPA logo, along with FGPA's social media information. Departments are welcome to include their Twitter or Facebook accounts.

Re. brochures for new programs, the FGPA Communications Officer will contact the Faculty Advisor to discuss an appropriate timeline.

Printing/Publishing

FGPA agrees to print and pay for 450 copies of each revised or new brochure. FGPA keeps 300 of these brochures and sends the remainder to the departments. Departments can request additional brochures to be sent as required.

If a program is interdisciplinary, then, FGPA ensures that all of the involved departments receive 150 copies of the brochure, at no additional cost to the departments. Departments are charged for all printing costs incurred beyond these numbers.