

College of Forestry Editorial Board Charter

The College of Forestry is particularly visible through its many forms of “publication”: printed, electronic, and audio-visual. Ensuring accuracy, complying with College and University policy, and maintaining high quality in content and appearance are critically important goals in attaining the strategic vision of the College. The College institutes this Editorial Board Charter to foster these goals.

The term “publication” is used throughout this Charter. It is intended to be inclusive and to cover all forms of communications issued at the College level. It specifically includes paper publications, posters, brochures, web pages, and other forms of electronic and audio-visual publication that “represent” the College. It specifically excludes: a) publications by individual faculty and staff during the course of their scholarly work; b) publications by academic or other units of the College that primarily relate to those units; and c) contractual work done by the College for an outside organization (e.g., promotional material done for the Oregon Forest Resources Institute).

Role

The role of the Editorial Board is to oversee--at an executive level--the scope, content, and appearance of College-level publications intended for external audiences. The Board will interact with other College units, working groups, and committees, as well as other relevant OSU units such as the Extension and Experiment Station Communications Office, to foster consistently high-quality representation of the College through its web pages, marketing and development literature, formal communiqués, and other information targeted for external audiences.

Goals

The goals of the Editorial Board are to:

- Enhance the visibility and stature of the College through publication.
- Ensure accuracy and quality in the publications and comply with established policy.
- Achieve balance in what is portrayed with respect to degree of coverage of units, programs, disciplinary topics, people, and activities of the College.
- Support the strategic goals and vision of the College.

Functions

The functions of the Editorial Board include:

- **Strategic planning for publication.** This includes: a) establishing and maintaining a *College Publication Plan* that is consistent with the goals of the College’s strategic plan, *Creating Our Future*; b) reviewing and assisting in the planning for major publication directions and initiatives; and c) providing a consultative role concerning publication production functions.
- **Approval of major publications and the publication process.** This is done largely at an executive level, involving a stepwise process from concept development, through the draft/development stages, and ending with approval of a final product. The approval function extends to: a) approval of major publication initiatives or plans (e.g. *FRL Annual Report*, *Focus on Forestry*, FRL books, College web pages, and promotional literature, etc.); and b) review and approval of these major publications.
- **Facilitate resolution of disagreements or problems concerning publications or the publication process.** It is anticipated that such occurrences will be rare.

- **Review and evaluation of the publication process.** The review and evaluation functions are intended to occur at the executive level of resolution and will not entail editing and other detailed activities. The functions include periodic assessments of: a) attainment of publication goals; b) adherence to publication and editorial policy; c) faithfulness to the *College Publication Plan*; and d) overall management of College publications and the publication process.

Scope of Responsibility

The scope of responsibility of the Editorial Board includes maintaining the quality and consistency of:

- College annual reports and other formal documents that are for external distribution.
- College-level web pages. [Note: Web pages of individual units (e.g., departments, faculty, courses, programs, etc.) are generally managed at the unit level and are expected to comply with *Administrative Memo #205*. The Board—in consultation with the College’s Forestry Computer Committee and other appropriate groups—will provide general oversight of web page format to ensure a reasonable degree of consistency.]
- Formal student recruitment materials and other promotional information.
- Major public relations and development materials of the College, such as *Focus on Forestry* and Research Forests literature.
- Press releases (College level).
- Other significant communiqués for external distribution as designated by the Dean.

Board Membership

The Editorial Board is composed of:

- Dean or his/her designee
- Director of College Operations
- Heads of Academic Departments
- Director of College Communications (ex-officio)

Method of Operation

The Board:

- Receives directions from and reports to the Dean.
- Elects a Chair for a prescribed period of service (e.g., 2 years).
- Meets quarterly, or more often as needed.
- Works closely with the Director of College Communications and other key staff and committees involved in external communications, including OSU units such as the Extension and Experiment Station Communications Office.
- Develops and maintains the *College Publication Plan*.
- Documents findings, conclusions, recommendations and decisions in writing and shares with appropriate groups (e.g., College Leadership Team).

Review of Editorial Board and Charter

This Charter is for an initial three-year period. During that period, it may be amended by or with the approval of the Dean. Prior to the end of that period, the Dean will conduct a review of the operation of the Editorial Board and its Charter to determine if the Board should be continued, and if so, what changes are needed in the Charter.