Editorial Review Policy

Responsible Administrator: Director of Marketing and Public Relations
Sponsoring Unit: Office of Communications
Effective Date: 12/09/08
Last Reviewed: 12/15/2020
Next Scheduled Review: 09/2024

POLICY STATEMENT

Nonscholarly and noninstructional information materials produced by faculty and staff in their capacity as University of Maryland School of Nursing (UMSON) employees are proprietary to UMSON. All such materials that are destined for the UMSON community, the general public, or specific audiences outside UMSON must be submitted for editorial review and finalization prior to publication. This policy does not apply to Institutional Review Board-approved materials such as recruitment items and flyers, but the Office of Communications is available to assist with these materials, as requested.

RATIONALE

The purpose of the editorial review process is to ensure the quality and stylistic consistency of materials issued by UMSON. Specifically, the process focuses on style, grammar and usage, and whether the writing accurately expresses the intention of the author. UMSON follows Associated Press style as modified by official University of Maryland, Baltimore style; American Psychological Association style is used for citations. The policy herein aims to institutionalize an effective, efficient mechanism for editorial review that eliminates the disruption and expense of last-minute recourse to editing assistance. This service is intended to benefit the UMSON community by improving the clarity of its communications and to enhance its image and reputation.

SCOPE

In general, editorial review applies to nonscholarly and noninstructional print or digital material. When in doubt over whether a given text requires editorial review, one should contact the Responsible Administrator of this policy or a member of the editing team. The following list should serve as a general guide:

- advertisements
- alumni and development materials
- Office of Student and Academic Services letters, forms, posters, newsletters, announcements
- booklets
- brochures

- continuing/professional education conference materials
- email blasts
- fact sheets
- flyers
- handbooks
- programs

- recruitment materials, including emails
- reports to outside agencies (except for grant reporting)/accreditation authorities
- special events materials
- website content

RELATED POLICIES, PROCEDURES, STATUTES, AND REGULATIONS

School of Nursing Policies and Procedures

- [Policy on The Elm: Nursing Website and The Elm Weekly: School of Nursing Newsletter](#)[1]
- [Website and Intranet Policy](#)[2]

USM, UMB, or Other External Policies, Statutes, and Regulations

- [UMB Print Style Guide](#)[3]
- [UMB Editorial Style Guide for the Web](#)[4]
- [UMB Branding](#)[5]

CONTACTS

Questions regarding the general policy, applicability, and procedural issues should be addressed to the Responsible Administrator.

DEFINITIONS

Author
The author is the person who originates the content of the material. This will be the writer in most, but not all, cases. Where conference materials are involved, it may be a committee, in which case a member of the committee should be designated as the contact person for editorial review.

Editor
An editor is an individual or team assigned by the Office of Communications to review a text and prepare it for publication by correcting errors and ensuring conformity with UMSON style, clarity, and accuracy. A single editor will assume primary responsibility for a given text.

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[1] https://www.nursing.umaryland.edu/intranet/media/son/intranet/policies-procedures/Policy-The-Elm-Nursing-Website-The-Elm-Weekly-School--Nursing-Newsletter.pdf
[2] https://www.nursing.umaryland.edu/intranet/media/son/intranet/policies-procedures/Policy-Website-Intranet.pdf
[3] https://www.umaryland.edu/cpa/toolbox/print-style-guide/
[4] https://www.umaryland.edu/cpa/toolbox/website-manual/prepare/editorial/
[5] https://www.umaryland.edu/cpa/branding/

Graphic presentation
Graphic presentation is the communication of information using visual design components such as typography, photographs, drawings, color, symbols, and layout. This includes logos, headers, posters, event announcements (including conferences and lectures), flyers, and print or electronic advertisements, among other types of communication materials. Usage and placement of the UMSON logo on internal and external promotional pieces, including program covers, flyers, web-based emails, postcards, etc., must be reviewed and approved by the Office of Communications. If in doubt as to whether your material falls under this guideline, please contact the Office of Communications.

RESPONSIBILITIES

Author
- Submit material in the cleanest form possible to the editor, including all text that will be presented graphically, before it is finalized for production. The author is solely responsible for fact-checking the document content and for ensuring the factual accuracy of the material.
- Respect the time parameters specified in the policy.
- Communicate directly with the editor regarding editorial changes.
- Ensure that any material disseminated has been submitted for editorial review and has received final approval.

Editor
- Communicate directly with the author regarding editorial changes.
- Ensure clarity, accuracy, correct grammar and usage, and conformity with UMSON style in all materials submitted for editorial review.
- Ensure that the author's intent is clearly communicated in the final copy.
- Respect the time parameters specified in the policy.
- Approve the final text for dissemination.

PROCEDURES

A.   The procedure to be followed for editorial review is as follows:

1. Texts of 10 pages or less: Submit draft text to the editorial team at least 10 business days before it is scheduled to go to the graphic designer, printer, or website content manager or to be sent as an email. Every effort will be made to edit short documents (1 - 2 pages) in less than 10 days.

2. Texts that exceed 10 pages: Please contact the Office of Communications for an estimate based on the length of the document.

3. Texts should be submitted via email to DL-NRSEditor@umaryland.edu as a **Word document**; no other file formats will be accepted. The text does not need to be in final layout.

4. Within 10 business days (or within the estimated time period for texts of more than 10 pages), the material will be returned to the author with proposed edits and comments indicated using Track Changes, as possible.

5. The author reviews the changes and responds to the editor's comments. If necessary, the author and editor may discuss proposals for revision that would improve clarity.

6. The editorial review schedule may be modified if necessitated by exceptional circumstances.

7. No document covered by this policy may be disseminated unless it has gone through the editorial review process and received final editorial approval.

B.   Other considerations

1. Certain high-profile texts may be referred out for professional editorial services to the UMB Office of Communications and Public Affairs (CPA) or to an external vendor. CPA charges a fee for professional editing services, which would be charged to the author's department. If the editorial team believes that it is preferable for a document to be reviewed by an external editor rather than in house, this will be discussed with the author prior to any action being taken to determine whether this is necessary and, if so, to minimize potential cost. The relevant department chair must authorize submission of a document to editors external to UMSON.

2. Discretionary requests for editorial assistance may also be made (e.g., accreditation reports, grant proposals, scholarly documents) and will be honored as workload permits or the Office of Communications will work with the author to determine the most efficient and effective process for editing the document.

FORMS AND TOOLS

Authors should consult the UMB Communications Toolbox[6], which includes the UMB print[7] and web[8] style guides and branding guidelines, when drafting material to minimize the need for editorial revisions.

DATE AND SIGNATURE

Date: December 15, 2020

Approved by the Dean:

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[6] https://www.umaryland.edu/cpa/toolbox/
[7] https://www.umaryland.edu/cpa/toolbox/print-style-guide/
[8] https://www.umaryland.edu/cpa/toolbox/website-manual/prepare/editorial/