



**DEPARTMENT OF ENVIRONMENTAL QUALITY
POLICY AND PROCEDURES**

SUBJECT: BUSINESS CARDS

Number: 01-003

Date: February 20, 1997

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ISSUE:

It is essential for Department business cards to be issued and developed in accordance with standard criteria.

The Department of Management and Budget (DMB) has set forth criteria regarding the printing of state employee business cards in its Procedure 0330.01 (Attachment A). These include requirements that business cards be printed using only one color of ink and that cards be printed only for employees whose job descriptions include regular interface with the public or who are at or above the X level. All State departments must comply with these requirements.

In addition to these criteria, the Department desires to specify more detailed criteria regarding Department business card printing approval authority, required elements and format.

DEFINITIONS:

None.

POLICY:

The Department supports the printing and issuance of business cards that meet the criteria outlined in DMB Procedure 0330.01 and this policy and procedure.

- 1. Authorization to Print Business Cards:** A division or office chief is authorized to approve the preparation and printing of employee business cards conforming to the criteria set forth in DMB Procedure 0330.01 (Attachment A) and this policy and procedure.
- 2. Required Elements:** All Department business cards must contain the following elements:
 - a. Department logo
 - b. State seal
 - c. Department name ("Michigan Department of Environmental Quality")
 - d. employee's name
 - e. employee's title, unit, section and division or office, as appropriate, to identify the employee's role in the Department
 - f. employee's work location and mailing address
 - g. employee's work telephone/voice mail number
 - h. employee's work fax number
 - i. Department mission statement
 - j. Department Internet home page address
 - k. Environmental Assistance Center telephone number
 - l. Pollution Emergency Alerting System telephone number
 - m. the statement "Printed on Recycled Paper"

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POLICY:, cont.

All required elements of a business card must be included using the format specified in policy criteria #4. Exclusion of any of these required elements from an employee's business card must be approved by the Deputy Director for Operations.

- 3. Optional Element:** Divisions or offices may decide on an individual basis whether or not to include individual employee Internet e-mail addresses on employee business cards. If Internet e-mail addresses are included, they must be included using the format set forth in policy criteria #4.
- 4. Required Format:** All Department business cards must be printed using the format given in Attachment B. Cards must be printed by DMB Print and Graphic Services or by a vendor having a contract with the State for printing services. Business card printing orders must use the following specifications: printed on 80# recycled Antique paper stock, 3.5 inches long and 2 inches wide, using blue ink, following the format given in Attachment B (this should be attached to the order). Divisions and offices are encouraged to refrain from ordering business cards until enough employees need cards so that each order will be cost-effective. Divisions and offices should contact the appropriate vendor (either DMB Print and Graphic Services or the current state contract printing vendor) to obtain current information regarding the most cost-effective number of employee cards per order.

PROCEDURE: Approval and printing of business cards.

Responsibility

Action

Employee

1. Submits request for new or replacement business cards to division/office printing liaison. Attaches mock-up of business card to request, using a previously printed business card. If an exception is being requested to inclusion of all required business card elements, attaches written request for exception and reason for request to business card mock-up.

Division/Office Printing Liaison

2. Collects business card requests from division/office staff. When sufficient requests have been received to submit a cost-effective order, prepares form DMB 598 (if vendor will be DMB Print and Graphic Services) or EQ1010 (if vendor will be state contract printing vendor) with printing specifications and business card format as outlined on Attachment B and form EQ 1066. Forwards forms and business card mock-ups to division/office chief for review and approval.

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PROCEDURE: Approval and printing of business cards.

Responsibility

Action

Division/Office Chief

3. Reviews printing request to determine compliance with DMB Procedure 0330.01 (Attachment A) and this policy.
 - A. Reviews printing requests which request exception to inclusion of all required business card elements.
 - 1) If exception is approved, forwards request to Deputy Director for Operations for review with memo requesting exception and reason for exception.
 - 2) If exception is not approved, returns request to printing liaison for revision with explanation.
 - B. Reviews printing requests without exceptions requested.
 - 1) If approved, signs form EQ1066 in space marked "DEQ Division/Office Chief's Signature" and returns forms to division/office printing liaison for processing.
 - 2) If not approved, returns forms to division/office printing liaison with explanation.

Division/Office Printing Liaison

4. Receives forms DMB 598 or EQ1010 and form EQ1066 from division/office chief in step 3.B.1.
 - A. If business card requests are approved, forwards forms to appropriate vendor for printing. Keeps one copy of each form for division/office records.
 - B. If business card requests are not approved, advises employee(s) of reasons.

Deputy Director for Operations

5. Receives request for exception from division/office chief in step 3.A.
 - A. If exception is approved, notes approval on division/office chief's memo and returns request to division/office chief.
 - B. If exception is not approved, notes reason for disapproval on division/office chief's memo and returns request to division/office chief.

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PROCEDURE: Approval and printing of business cards.

Responsibility

Action

Division/Office Chief

6. Receives response from Deputy Director for Operations in step 5.

A. If exception approved, forwards approval and forms DMB 598 or EQ1010 and EQ 1066 to printing liaison for processing.

B. If exception not approved, returns forms to printing liaison with explanation.

Division/Office Printing Liaison

7. Repeats step 4, as appropriate.

DMB Print and Graphic Services or contract printing vendor

8. Processes printing order. Returns completed order to Division/Office Printing Liaison.

Division/Office Printing Liaison

9. Distributes completed order to applicable employees.

Approved: _____ Date: _____

ATTACHMENT A

PROCEDURE 0330.01
Issued January 6, 1997

SUBJECT: Printing Requirements and Approval Process.

APPLICATION: Executive Branch Departments and Sub-Units.

PURPOSE: To prescribe the requirements and approvals that must accompany any printing order, regardless of the vendor providing the service, as required by Executive Directive 1991-6, as amended by Executive Memorandum, March 29, 1995," Printing Policy"

CONTACT AGENCY: Department of Management and Budget (DMB) - Office Services, Print and Graphic Services
7461 Crowner Dr., State Secondary Complex
Lansing, Michigan 48913.

TELEPHONE: 517/322-1887

FAX: 517/322-5968

POLICY: Executive Branch Departments and Sub-units requesting printing must adhere to standard procedures, regardless of the vendor that will provide the service. Approval requirements are separated into 2 categories or levels, based on the types of documents being printed: respective department approval and standard processing.

In all cases, recycled paper must be used, if available, and if the cost does not exceed the cost of virgin paper by more than 10%. If the item is printed on recycled paper , a recycled logo must be used to indicate the use of recycled stock. All publications shall include in the front: the number of copies printed, the law requiring the publication or other authorization for printing, and the total cost for printing, as well as the cost per single copy. Non-conforming orders will not be processed and will be returned to the requester.

APPLICABLE FORMS: None.

REQUIREMENTS:

The following requirements apply to, and the respective approvals must be obtained, prior to submitting requests for printing to Reproduction Services and/or private vendors. Executive Departments and Sub-units may develop an internal approval form that must accompany each order being sent to the printer, listing the appropriate authorized individuals and their respective signatures.

ATTACHMENT A

- Respective Department Approval:
 - The following items require the approval of the department director. These approvals must accompany all requests submitted to Print and Graphic Services or contract printers.

NOTE: In all cases where exceptions are granted for the items below, departments are required to forward a copy of the FINAL printed product to the Governor's Office.

 - Printing requiring 2 or more colors of ink (excluding forms and maps for public use distributed by the Departments of Natural Resources and Transportation; and permits, licenses and certificates required by state regulations).
 - * Annual Reports. (* = See first note under other information on next page.)
 - * Newsletters.
 - Printing requiring photographs.
 - Printing projects that include special folders or binders with printing or silk screening.

NOTE: Items listed below do not require that a copy of the final printed copy be sent to the Governors Office, but do require the respective departments director's approval.

 - Business Cards: 1-color (only for employees whose job description includes regular interface with the public or are at or above the X level).
 - * Pamphlets.
 - * Brochures.
 - * Books.
 - * Reports.
- Standard Processing (authorized signature on the order):
 - All remaining printing requests produced in single color may be processed in the standard manner, with each department identifying an internal approval process.
 - This normally would be a ADPICS Purchase Order, Job Ticket, or Request for Service (DMB 598 OSS 11/95), with an authorized signature. Examples in this category include:
 - Training Materials.

ATTACHMENT A

- Bulletins.
- Letterhead/Paper.
- Envelopes.
- Posters.
- Postcards.
- Informational Flyers.
- Signs.
- * Directories
- Standards
- Maps (single-color or multiple-colors produced for public use by the Departments of Natural Resources and Transportation).
- Forms (1- or 2-color).
- Reports required by law that are paid for totally by private funds.

NOTE: Publications, etc., paid for by private funds should include a statement "Not Paid For With State Funds"

Other Information:

- All publications, as denoted by asterisks (*) above, regardless of the type of printing or copying required, must include in the front the number of copies printed, the law requiring them or other authorization for printing, and the total cost for printing, as well as the cost per single copy. If not paid for by state funds, include a statement "Not Paid For With State Funds" in place of the total cost of printing and cost per single copy.
- In all cases, recycled paper must be used, if available, and if the cost does not exceed the cost of virgin paper by more than 10%. A recycled logo must be used to indicate the use of recycled stock.
- Questions regarding necessary approvals should be directed to the Manager, Print and Graphic Services, (517) 322-1889.

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ATTACHMENT B - DEQ BUSINESS CARD FORMAT

	Michigan Department of Environmental Quality	
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LYNN M. FIEDLER Supervisor, Thermal Process Unit Permit Section Air Quality Division		
Hollister Building P.O. Box 30260 Lansing, MI 48909-7760	Phone/Voice Mail: (517) ###-#### FAX: (517) ###-#### Email: fiedlerl@state.mi.us	
MISSION		
Our mission is to drive improvements in environmental quality for the protection of public health and natural resources to benefit current and future generations. This will be accomplished through effective administration of agency programs, providing for the use of innovative strategies, while helping to foster a strong and sustainable economy.		
DEQ Internet Home Page: www.deq.state.mi.us Environmental Assistance Center: 1-800-662-9278 For Pollution Emergency: 1-800-292-4706 <i>Printed on recycled paper</i>		

← **Business Card - front format**

← **Business Card - back format**

Sample Specifications Text for order:
DEQ EMPLOYEE BUSINESS CARDS
PRINT: 300 Cards for each employee per DEQ
Business Card format
COMPOSITION: See attached sheet(s) for
individual employee information. Print two-sided.
Proof Required. Send proof to (Division/Office
Printing Liaison's Name/Address/Phone Number)
STOCK: 80# Recycled Antique
INK: Blue
BINDERY: Wrap each employee's cards separate.

REVISED 5/12/97