



**Pomona College:**  
Retention Schedule for  
Marketing & Publicity Records  
March, 2015

Pomona College  
Pomona College Archives  
333 North College Way, Claremont, CA 91711

## Purpose

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The purpose of this schedule is to guide you in the proper retention and disposition of marketing & publicity records. It is organized by record type including a description of the documents for each category.

Please note: If you are not a member of the Office of Record, we encourage you to discard unnecessary duplicate copies. *Please contact the Archives with questions.* We are available for appointments to review your files.

## Definitions

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Retention Schedule: A document that identifies and describes an organization's records, usually at the series level, provides instructions for the disposition of records throughout their life cycle.

Official Record: A complete, final, and authorized copy of a record, especially the copy bearing an original signature or seal.

Office of Record: The organization or administrative unit that is officially designated for the maintenance, preservation, and disposition of record copies.

Retention Period: The length of time records should be kept in a certain location or form for administrative, legal, fiscal, historical, or other purposes.

Disposition: Materials' final destruction or transfer to archives as determined by their appraisal.

(Society of American Archivists, *Glossary of Archival and Records Terminology*, 2015)

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## Photographic and Audio-Visual Records

These records document College activities, events, students, faculty, and staff. They include still and moving images used for student recruitment, fundraising, publicity, publications, research, or teaching. The formats include prints, negatives, slides; film; video recordings; and sound recordings in all formats.

	<b>Office of Record</b>	<b>Retention Period</b>	<b>Disposition</b>
Official Record	Communications	Permanent	Transfer to Archives

## Publications

These records consist of materials produced by Pomona College for the purposes of publicity, student recruitment, fundraising, and community engagement. Publications include all formats: web publications, catalogs, books, magazines, newsletters, handbooks, yearbooks, directories, brochures, pamphlets, media guides, guidebooks, proceedings, programs, and flyers.

	<b>Office of Record</b>	<b>Retention Period</b>	<b>Disposition</b>
Official Record	Communications	Permanent	Transfer to Archives

## Presentations, Speeches, and Social Media

These records include presentations by College administration, faculty, and staff for informational and/or promotional purposes which include text, images, slideshows, and social media sites.

	<b>Office of Record</b>	<b>Retention Period</b>	<b>Disposition</b>
Official Record	Communications	Permanent	Transfer to Archives

## News Clippings

These records document coverage of Pomona College in local and national media.

	<b>Office of Record</b>	<b>Retention Period</b>	<b>Disposition</b>
Official Record	Communications	Permanent	Transfer to Archives