Publication Processes & Procedures

Version history

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1. Terms used in this document

Authorised Central Repository
The most accurate form of an information source held by the University that is mandated for use in publications. Information incorporated into publications should draw as directly as possible from a relevant repository.

Content Author
Person responsible for creating and/or maintaining content in a content management system, database, specific website, web page or print or electronic publication.

Content Manager
Has over-arching responsibility for ensuring that the Massey University website (web content manager) and print publications (print content manager) comply with the Massey University Publication Policy.

Content Owner
The most senior manager in the section who is responsible for ensuring the quality and functionality of web pages and publications they own meet University requirements. Tasks may be delegated, but ultimate responsibility for the quality and accuracy of a publication rests with the content owner.

Editor
Coordinates development of publications involving a number of authors or combining materials from a number of sources.

Home page
The page designated as the main point of entry of a website (or major section thereof). Typically, it introduces the purpose of the site, or the organisation sponsoring it, and provides links to the lower-level pages of the site.

Massey website
The sum of all sub-sites hosted on the massey.ac.nz domain

Metadata
A definition or description of data. On the web, metadata is used to provide information about documents and content items which does not necessarily need to be displayed on the screen. This information can then be used by software such as search engines or management systems.

Official publication
A document which: represents an organisational unit of the University including all campus offices, colleges, academic departments, institutes, University funded student organisations, libraries etc.; or identifies itself with the University insignia and name; or delivers core administrative information and services; or draws information from identified authoritative sources. All Primary publications and some Secondary publications are official publications.

Primary publication
A publication that contains substantial detailed information about the University and/or its functions and activities and is regarded as an authoritative source of that information.

Publication
Document intended to be read by known or unknown recipients outside the organisation; for example, a publicity brochure, a web page, a DVD or other digitally produced resource.
Secondary publication
Includes publications specific to particular programmes, events or services produced by colleges, campuses, schools, departments, institutes, etc. Secondary publications tend to have short circulation lifecycles or narrow reach and are not base budget items.

Sub-site
A collection of web pages owned by a department, college, service department or individual that are hosted on the massey.ac.nz domain (e.g. study.massey.ac.nz).

2. Publication Processes

2.2 Purpose

The purpose of these processes and procedures is to enact the Massey University Publication Policy. The policy is to make the information produced by Massey University about its own activities and capabilities reliable, consistent and of a high standard across all media and production processes and over time.

2.3 Processes and procedures

The existing processes and procedures for publication vary according to the historical development of each item, the publishing medium used, and the organisational structures they have emerged from.

This document aims to describe the generic process and procedural elements which are essential to the purpose of enacting the Massey University Publication Policy, as follows:

- Defines publication of official University information as a coherent form of activity.
- Provides a framework to describe high-level processes, from which more detailed descriptions of sub-processes and procedures can be defined.
- Identifies roles and accountabilities for stakeholders in each phase of publication.
- Outlines the general means and standards by which any University staff member, student or provider of contracted services can contribute information to an official Massey University publication.
- Ensures that all University publications adhere to the University’s branding guidelines.
- Ensures that all publications align with the Māori Communications Strategy and Matua Reo Kaupapa (Te Reo Policy).

It is recognised that additional detail is required to understand the various publication processes and procedures in full. Responsibility for defining such detail will continue to rest with the content managers involved. Likewise, the resources and timelines involved in improving the processes and aligning them appropriately with each other and with the University’s policy and required standards rest with the content managers involved.

A list of content owners and associated publications is included in Appendix 1. These were correct at time of writing based on print and web documents in circulation.
**Massey University Publication Process**

1. **Initiate new publication**
   - Content exists in authorised central repositories or other approved form?
   - Y: Download from authorised central repositories
   - N: Create output files and final format(s)

2. **Input/update data**
   - Y: Create new content
   - N: Proof/correct/amend content and test functionality

3. **Sign off draft text/updates**
   - Y: Authorise to place publication in production environment
   - N: Pass to printer/pre-press production

4. **Final test of functionality**
   - Y: Published in print/other format
   - N: Action user feedback

5. **Keep lists of publications & accountable staff**
   - Initiate content reviews
   - Monitor & report policy compliance

6. **Publication in print/other format**
   - Massey University website

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**Publication Processes and Procedures**

Version 5.0 Updated May 2014: SLT/15/05/83

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**Massey University**

**Website**

**Action user feedback**

**Monitor and maintain**

**Prepare output files**

**Pass to printer/pre-press production**

**Publication in print/other format**

**Final test of functionality**

**Authorise to place publication in production environment**

**Sign off draft text/updates**

**Proof/correct/amend content and test functionality**

**Create output files and final format(s)**

**Keep lists of publications & accountable staff**

**Initiate content reviews**

**Monitor & report policy compliance**

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**Templates/guidelines/brand**

**Complies with standards & authorised data?**

**Initiate new publication/revision of existing publication**

**Download from authorised central repositories**
3. Primary publications

3.1 Definition
A primary publication is one that contains substantial detailed information about the University and/or its functions and activities and is regarded as an authoritative source of that information. In addition, a primary publication will usually meet these criteria:

- Is intended for external distribution (non-staff)
- Is marketing-oriented
- Has a recurring publishing schedule
- Is not ephemeral (Has a circulation lifespan of months rather than weeks)
- Is an identified line-item in the base budget of an administrative department
- Is an official publication of the University

Note: These criteria also apply to electronic publications such as web pages, digital resources etc.

Examples
Print: University Calendar, Defining, Prospecti, Your Guide To books, University Profile
Web: Home page, programme and campus pages, sectional home pages of Colleges, Schools, Institutes and administrative divisions.

3.2 Initiation
Print and web content managers delegate creation or revision of primary publications to content owners. For example, the AVC Operations, International & University Registrar is the content owner of the Massey University Calendar and the Director, Student Administration, is the content owner of the core student administrative, course information and student enrolment publications
The process itself can be initiated by a number of different people/functions:

- Content manager
- Content owner
- Content author
- Automatic request for review after a set period
- Other stakeholder

All content should be reviewed on a regular basis, as specified for each primary publication, for accuracy, timeliness and quality. Many of the primary publications are updated or re-issued annually or on other regular cycles. The timelines for these production cycles are negotiated with stakeholders in advance and must be adhered to, since they form part of the critical paths for core processes such as student enrolment.

3.3 Creating content
The content manager is responsible for determining whether proposed content changes are matters of policy requiring formal approval procedures and, if so, for ensuring that appropriate practices are followed.
The content manager is also responsible for monitoring copyright requirements and issues arising under law or from formal agreements, and where necessary for ensuring that appropriate practices are followed.
The content manager determines what types of content are required, with agreement from the content owner. Primary publications comprise data elements drawn from the authorised central repositories and descriptive, explanatory, interpretative and illustrative material. Normally the publications adhere to purpose-built templates.
A content author must determine what type(s) of content is/are required.

- If content is available in one of the authorised central repositories, then the primary source in that repository must be referenced. It is important for the integrity of the system that information is not duplicated.
- If content already exists (either in the same medium or in a different medium) in an up-to-date and suitable form but is not contained in an authorised central repository, then the existing information should be used. If the content exists but is out of date or needs to be amended, then the author should contact the owner of the content to arrange for updates or amendments. It is
important for the integrity of the system that information is kept consistent between different versions and different media.

- If the content does not exist already, the author should collect or write information to create the new content, using appropriate approved templates and publication processes.

Authoring is often shared across several college/campus/service units by a number of content authors and coordinated by an editor (typically located in the content owner's own department).

The content manager, working with content owners, defines the processes and timelines necessary to enable college, campus and national service units to update or create content in the authorised central repositories. At predetermined dates the repositories are closed off for the relevant publication cycle and the data is populated into publication templates.

The Communications Account Manager Maori & Pasifika, working with the content manager, content owner or authors as appropriate, is responsible for ensuring that publications align with the Māori@Massey Strategy and Matua Reo Kaupapa (Te Reo Policy).

### 3.4 Creating publications

Multiple proofing cycles occur as required, including proofing for appropriate branding and for correct use of Te Reo Māori and Māori images, following procedures and timelines negotiated between the stakeholders. The Content Manager must approve all publications.

Content managers are responsible for ensuring content complies with brand guidelines and standards for the publication media (print, web, CD ROM, video, audio etc.). For example, web pages must function correctly to defined minimum platform and browser specifications.

If there are changes to be made while in the proofing stage, the content manager will liaise with the content owner(s) and/or the author(s) about these changes.

For print publications, once the content manager and owner(s) approve the final proof, it is passed to the printer, following procedures, technical specifications and timelines negotiated between the parties.

For web publications, once the content manager and owner(s) approve the final proof, it is released from a staging environment (not visible to the general public) into the production environment (publicly visible). Any updates required to other areas of the Massey website to support the new content are also made (e.g. updates to global navigation menus).

### 3.5 Quality control

The content manager and staff delegated responsibility for particular publications or types of publication, including the Communications Account Manager Māori & Pasifika, will conduct appropriate checks and audits on the Massey University print, video, and digital publications. Content owners will normally be advised if content is found to be non-compliant with the Massey University Publication Policy and must take corrective action without delay.

Content owners and authors are responsible for understanding and applying appropriate technical standards, tone and style. They are also responsible for having in place robust procedures for reviewing and updating content.

The web content manager may remove non-compliant pages from the Massey University website. This authority may be exercised without prior notice if the non-compliance places the University at serious risk. In most cases, a procedure and timeframe will be established with the content owner for suitable amendments to be made.

### 4. Secondary publications

**Definition**

Includes publications specific to particular programmes, events or services produced by colleges, campuses, schools, departments, institutes, etc. In addition, a secondary publication will usually meet these criteria:

- Has a limited circulation and lifespan of days or weeks
• Has a narrow audience reach
• Is funded and distributed by colleges, campuses, schools, departments, institutes rather than central departments with external relations roles
• Is not an explicit line-item on a base budget
• Is not an official publication of the University

Note: These criteria also apply to electronic publications such as web pages, digital or video etc.

Examples
Print: Departmental fliers, event-specific newsletters.
Web: Event programmes, bulletin boards, FAQs, blogs.

When regulatory or contractual information is included within a secondary publication it is vital that the information is drawn from the appropriate central authorised repository. Recreating material independently leads to the introduction of inconsistencies and errors.

All publications must adhere to relevant guidelines developed by Massey University External Relations, the Student Information Unit and the principles ie the brand guidelines and publication templates and practices outlined in the Māori@Massey Strategy and Matua Reo Kaupapa (Te Reo Policy). The content owner must be identified and registered with the Marketing Manager at External Relations and be identified in the publication. Blogs that seek to represent the University must be registered with the Web Content Manager and abide by the Publications Policy and procedures.

5. Personal web pages

Any member of staff or postgraduate student who has permission to use University facilities for such purposes may set up personal web pages. Permission to set up web pages is granted by the Head of Institute/ School / Department or line manager (or nominee) for the person concerned. The following statement indicating such approval must be placed on the Home page;” This web site is approved by [Name, title of content owner/manager, date].”

By publishing personal web pages on the University network, authors undertake to abide by the policies as described in this document, current web guidelines as well as general University policy, including the Policy on Staff Conduct and NZ law. Personal web pages must not use official Massey University templates or branding. Personal web pages do not necessarily reflect the views, policies or opinions of the University and must clearly indicate this by way of an authorised disclaimer statement. Blogs that seek to represent the university must be registered with the Web Content Manager and abide by the Publications Policy and procedures.

Detailed requirements and supporting guides for web publication are available at: http://weboffice.massey.ac.nz

6. Email/electronic newsletters and correspondence

All electronic communications to prospective and current students and alumni must adhere to the legal obligations as outlined in the Unsolicited Electronic Messages Act 2007. Messages to such prospective students must be coordinated through the Marketing Manager External Relations and where possible use approved templates to minimise confusion amongst recipients.

7. Roles and responsibilities

7.1 Policy Owner

• The Assistant Vice Chancellor – External Relations has responsibility for administration of the Publication Policy. Issues of compliance, policy interpretation, maintenance of the policy, processes and
procedures and promulgation of the policy should be referred to the Assistant Vice Chancellor – External Relations. Compliance with the policy will be monitored by the Assistant Vice Chancellor – External Relations and reported to the Senior Leadership Team (SLT) on a regular basis.

- Implementation of the processes and procedures that enact the publication policy is the responsibility of the content managers to whom the internal stakeholders normally report.
- The Director, Information Technology Services is responsible for technical infrastructure.

7.2 Content Managers

- The Web Content Manager has overall responsibility for the visibility, content, structure and presentation of the University web site and leads the architectural design and maintenance of top-level pages.
- The Marketing & Student Recruitment Director - External Relations is responsible for the University’s primary publications in print, digital, DVD or audio format.
- Responsibility for secondary publications rests with the content managers.
- Content managers maintain an up-to-date list of publications and of content owners.
- Content managers authorise disclaimers and other such forms of wording for use in primary and secondary publications.
- Content managers authorise production and release of specific publications, either in person or through a documented process of delegation.
- Content managers may withhold or withdraw the right to publish or withdraw from circulation any material whatsoever until such time as it complies with the publication policy. Corrective action to achieve compliance is the responsibility of the content owner in the first instance.
- Content managers ensure that appropriate policies and standards are in place and adhered to by internal stakeholders.
- The Communications Account Manager Māori & Pasifika is responsible for ensuring that all publications in all media are aligned with the Māori Communications Strategy and Matua Reo Kaupapa (Te Reo Policy), undertaking appropriate checks and audits on publications and reporting non-compliance to the content owner.
- The External Relations department will endeavour to post reminders in order to update content owners’ details.

7.3 Content Owners

- Content Owners are the most senior manager in the unit.
- An owner must be assigned for each content item / web page / print publication.
- All content owners must be registered with the Marketing Manager or Web Content Manager. Owners of web pages are registered upon application for hosting services and/or domain names. Print publication owners must identify themselves to the Marketing Manager.
- The content / web page / print publication must be approved by the relevant owner(s) prior to publication. This authorisation process will be audited.
- Accountability must be evident on each print publication, or web page. The owner must be an authorised staff member of the University.
- Once content is released into the public arena it is considered to be official Massey University content and must comply with the relevant Massey University policies.
- Content owners are responsible for the accuracy, timeliness and consistency of information under their control.
- The content owner is responsible for the use of appropriate prose style and imagery that is consistent with university standards and guidelines
- It is the responsibility of the content owner to ensure that the content is presented in accordance with the Massey University Publication Policy and related guidelines. This includes using the correct templates for web documents, and complying with print publication guidelines and brand guidelines
- It is the responsibility of the content owner to ensure that the content is presented in accordance with the Maori@ Massey and Matua Reo Kaupapa (Te Reo Policy) and related guidelines.
- Content must also comply with general Massey University policy and with New Zealand law.
- It is the responsibility of the content owner to ensure that metadata is recorded against content items where applicable.
• The content owner is responsible for regularly reviewing published content. Outdated content must be updated, removed or marked as having expired.
• A feedback mechanism (eg. an email address for feedback) must be supplied on each web page and owners must commit to an acceptable level of response for feedback.
• Owners must be contactable and responsive in case of an emergency.

7.4 Authors
• Authors are responsible for new content and updating existing content.
• Authors are responsible for making sure that they link to, or draw from authorised primary sources of content wherever it is possible to do so, in preference to replicating such information, creating new content or using secondary sources (such as static down-loads of data from primary sources). New content should be constructed in such a way that it can be easily re-used by others or in future iterations.
• Authors should test links in web documents regularly, ensuring that they are current.
• Authors are responsible for complying with accessibility, design and other guidelines as described by this document. Content managers are responsible for checking compliance.
• Authors must be registered with the content manager.
• Authors are responsible for amending content upon request from the content owner or the content manager.
• Authors must ensure that content is presented in accordance with the Massey University Publication Policy and related guidelines. This includes using the correct templates for web documents, and complying with print publication guidelines.
• Authors must ensure that content is presented in accordance with the Māori @Massey Strategy and Matua Reo Kaupapa (Te Reo Policy) and related guidelines.
• Authors must take appropriate steps to ensure that an appropriate standard of expression as well as a high standard of accuracy is used in the presentation of information.
• A feedback mechanism must be provided on each website and authors must commit to an acceptable level of response to feedback.
• Authors must be contactable and responsive in case of an emergency.
• Authors must create and maintain metadata for each web content item to enable indexing and searching.

7.5 Content Sources
Core content for web and print publications is stored on centrally managed infrastructure. Authorised central repositories and other centrally managed infrastructure (such as web servers) are supported by ITS and backed up on a regular basis. Content will be served from authorised central repositories and central Massey University web servers or official publications. All publications must be constructed from the information contained in the authorised central repositories where applicable, as duplication of content introduces risks to the integrity of information. The content manager has the authority to decline or terminate publication of material that places the primacy of the authorised central repositories at unnecessary risk.

For current listing of authoritative data sources and rules of use, visit:
http://weboffice.massey.ac.nz

8. Publication standards

8.1 Templates, styles and branding
All publications required, or permitted, to use the University insignia, name and branding must conform with current marketing brand guidelines and templates. Requirements defined for specific publication types must be followed.
8.2 Legal requirements
- All content should adhere to New Zealand law and the regulations and policies of Massey University.
- Inconsistent, inaccurate and outdated information poses a legal risk for the University. Content owners have the responsibility to ensure that content in any Massey University publication is correct, consistent and timely.
- Owners of content are responsible for ensuring that none of the content in Massey University publications infringes copyright and/or current copyright agreements.
- Massey University has a legal duty to maintain the confidentiality of personal information relating to students and staff, including names and addresses and photographs taken for ID purposes. Personal information such as names and photographs of students and staff should not be made public without prior documented permission from persons concerned.
- The inclusion of defamatory, objectionable or restricted material in a Massey University publication is prohibited and will be treated as misconduct.

8.3 Display of Te Reo Māori
Publications must conform with the Te Reo Policy and support display of macrons in whatever output medium is being used for text.
Information on applications that support macronisation is available from ITS.

8.4 Maintenance, documentation and archival processes
Publication owners are responsible for ensuring publications remain current and accurate. Review cycles for specific publication types must be followed where defined. The web content manager and Director Marketing & Student Recruitment may withdraw publications and webpages that place the University at risk without notice.
Contact information for key editorial and production staff must be documented. Data sources used and processes for acquisition of data should also be included as well as publication and review dates.
Publications must be archived as appropriate to ensure compliance with Massey University policies and New Zealand law, with particular regard to data privacy, records management, information access and copyright.

8.5 Advertising
All advertising must be constructed from templates and formats made available by External Relations or the Design Studio (Massey). All advertising must be approved by Director Marketing & Student Recruitment. External advertising agencies must be instructed to obtain and adhere to these templates, and brand guidelines. The Director Marketing & Student Recruitment has the authority to decline or terminate publication of material that does not comply.

8.6 Third party advertising in University publications
Massey University will not normally support third party advertising within its primary publications (eg. banners on its web pages, advertisements in its course booklets, or as enclosures within information packs). Recognition of sponsors and partners may be incorporated in publications in the form of acknowledgements with prior approval from the content manager.
‘Preferred supplier’ information is for internal University use only and endorsement of third party products and services is not permitted in official publications.

Further resources online:
- Massey Marketing
- Web Office
9. Standards, guidelines and templates

Brand guidelines
Web: http://masseymarketing.massey.ac.nz
Email: masseymarketing@massey.ac.nz

Web guidelines
Web: http://weboffice.massey.ac.nz/
Email: weboffice@massey.ac.nz

Study programme, enrolment and teaching/learning publication templates
Email: b.j.chainey@massey.ac.nz – Belinda Chainey

10. Policies, procedures and planning

Publication Policy
E-mail and Internet Use Policy
Use of Information Communication and Processing Systems Policy
Data Network Policy
Procedure for Collection, Use and Disclosure of Personal Information (Privacy Act)
Privacy Policy
Use and Access to Information Technology Systems Policy
Research Use of Information Technology Infrastructure Policy
Matua Reo Kaupapa (Te Reo Policy)
Māori@Massey Strategy

Many of the above documents can be viewed or downloaded from the Guide to Policies, Procedures and Regulations.
Appendix 1- Primary print publications and content owners

Primary web publications are divided into administrative and academic groupings and listed by content owner. For a current and complete list of registered content owners of primary administrative and academic sites view the Owner/Author register at: http://weboffice.massey.ac.nz

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<td>Your Guide to Aviation</td>
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<td>Your Guide to Communication, Journalism &amp; Media</td>
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<td>Your Guide to Design &amp; Fine Arts</td>
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<td>Your Guide to Arts, Humanities &amp; Social Sciences</td>
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