

Posting and Chalking Policy

Document History

Date	Activity	Organization
August 22, 2018	New Policy - Interim	VP Admin & Finance
April 24, 2019	Endorsed	University Forum

1. RATIONALE FOR POLICY

Bloomsburg University facilities are for the use by students, faculty, and staff in their efforts to advance the educational mission of the University.

The purpose of this policy is to ensure the appropriate use of space and facilities and to maintain an aesthetically pleasing and respectful campus environment. The University must balance the need for, and right to, effective and orderly notifications and advertising as well as the maintenance of facilities and grounds.

No information will be posted that is inconsistent with or in violation of Commonwealth of Pennsylvania laws, Federal laws or regulations, and/or any municipal ordinances. This policy is not intended to infringe upon the First Amendment rights guaranteed by the United States and Commonwealth of Pennsylvania Constitutions.

The responsible Officer for overseeing compliance of this policy shall be the AVP of Facilities Management or their designee.

The procedures provided herein apply, but are not limited to, all Bloomsburg University faculty, staff, students, affiliated organizations, contractors and the general public. This policy applies to all University facilities and grounds, including the exteriors of all buildings, owned or leased.

2. BACKGROUND INFORMATION: N/A

3. KEYWORDS/DEFINITIONS

Banners - any advertisement, normally larger in size than posting materials, made of vinyl and/or fabric material.

Common Spaces – Interior and exterior areas located on university property that is not assigned to specific individuals, but intended to be accessed and utilized for general use by the public as a whole.

Damage – Personal action that creates a defect in the physical structure causing an imperfection or weakness to the paint, finish, surface material, or building element impacted.

Exterior Bulletin Board – Exterior bulletin boards are located in bus stop shelters and provide space for students to post event notifications and other information.

Interior Bulletin Board – Many campus buildings have one or more bulletin boards. Many locations will have bulletin boards designated for specific information such as employee notifications and general building information. Residence halls also have bulletin boards for student information, events, and notifications as well as general building information. Additional information on bulletin board postings can be found at <http://intranet.bloomu.edu/advertising>

Lawn Sign – Temporary, moveable, event specific, or directional signage.

Posting Materials - Any poster, flyer, sign, brochure, or other advertisement, including electronic media or digital bulletins, items made of paper or similar material.

Sandwich Board – Portable sign holders placed at roads, sidewalks, parking lots or intersections that provide location and other information regarding campus events. Sandwich Board placement is controlled by University Police. Content for Sandwich Board information is coordinated through the Office of Marketing and Communications.

Approved Campus Event – All Campus Events must be approved in advance. Forms for submitting for a Campus Event for approval can be found at:

<http://intranet.bloomu.edu/reservations>

For assistance with advertising your event see:

<https://intranet.bloomu.edu/marcomm-events>

University athletic events notifications and advertising/promotional activities are managed directly by the athletics department.

4. POLICY

A. Posting Materials

1. Within each building there may be bulletin boards identified for posting of specific information: (e.g. bargaining unit information, academic organizations, specialized university summer courses, student government, department information, etc.)
2. No interior bulletin board which is set aside for specialized information shall be used for posting of information other than that for which the bulletin board is intended to serve. General information may be posted only on bulletin boards which are designated for general information, or which are undesignated. Failure to abide by the guidelines will result in the removal of the posted material.

3. Outdoor bulletin boards designated for the posting of materials are designed to provide a means to advertise campus events, publicize services for students, faculty, and staff, and to inform of on-campus and off-campus activities. Posting materials shall be placed only within the assigned area on each outdoor bulletin board but shall not be placed on top of existing current notices.
4. All postings shall be made of paper and affixed with masking tape or push pins only. Signs displayed on all campus bulletin boards are restricted to a maximum size of 17"x 23". Signs may not be displayed on the outside of any buildings. See provisions for banners on buildings in paragraph B. Banners, below.
5. In keeping with the University's belief in responsible citizenship, sponsors of the events/services shall remove all posting materials from bulletin boards no later than the next business day following the completion of the event they advertise. Materials that do not have an ending date may be posted for a maximum of three weeks.
6. Posting materials may also be used to display temporary directional signage on sandwich boards available through University Police Department. Placards placed on these boards must be made of either vinyl or machine-printed laminated paper.
7. Sandwich Boards may be used only to promote an approved University Event. The requesting activity sponsor is responsible for getting approval for placard content from the Office of Marketing and Communication. Placards on Sandwich Boards will be removed by the University Police immediately after the completion of the event.
8. Any requests to post materials, signs, and/or notices in any residence hall, Kehr Union, or Student Recreation Center must be made to the Office of Residence Life. Upon approval and, consistent with this policy, distribution will be facilitated by Residence Life staff.
9. In support of the diverse needs of our community, an Americans with Disabilities Act (ADA) compliance statement shall be included on materials advertising events (hard copy and/or electronic media). Example: Persons with a disability, who need accommodations for this event should notify the Department of Equity and Accommodations two weeks prior to the event at 570 389-4265 or email ltomash2@bloomu.edu, Videophone (VP) 570-245-6131, in order to discuss accommodations. Every effort will be made to provide reasonable accommodations. Please contact the Department of Equity and Accommodations to determine if the material to be posted requires an accommodations statement.
<https://intranet.bloomu.edu/equity-accommodations>

10. Safe Zone materials are excluded from the provisions of this policy. See Safe Zone (Figure 1) below:
https://intranet.bloomu.edu/LGBTQA/Safe_Zones_Program
11. Military Green Zone materials are excluded from the provisions of this policy. See Military Green Zone (Figure 1) below



Figure 1

B. Banners

1. Banners may be placed on the exterior of buildings only with the consent of the AVP of Facilities Management or their designee to ensure mounting safety.
2. Banners may be used only to promote an approved University Event and generally hung no more than three days before an event and must be removed by the event sponsor the next business day after the completion of the event they advertise. Exceptions to duration may apply for activities such as Homecoming, Greek Rush, and other events requiring longer periods to advertise.

C. Miscellaneous and Temporary Outdoor Sign Placements

1. Certain events or locations may require the placement of outdoor “lawn signs” (Figure 2) to inform the campus community of the event or where it is located.
2. Printing of this type of signage must be through the University Duplicating shop where the appropriate University template can be adapted to the desired message or information depicted on the sign.
3. Placement of this type of lawn sign must be coordinated with the Marketing and Communications Office for administrative events and the Office of Residence Life Center for Leadership Engagement for student events.
4. Athletic event signs and other athletic event materials are approved and managed through the Athletics Department.



Figure 2

D. Chalking

1. Chalking is permitted only on sidewalks and other uncovered walkways.
2. All chalking designs and messages must be made using water-soluble chalk.

E. Prohibited Locations

1. Postings, banners, and sidewalk chalking are not permitted in areas where they could be potentially dangerous, destructive or difficult to install and remove.
2. In areas designated as common spaces, no materials may be displayed on the exterior surface of any University building, on interior or exterior pillars, breezeways or walkways, sidewalks, trees, plant life, artwork, light and lamp posts/poles, benches, trash receptacles, traffic control signs or other existing permanent signs or posts unless otherwise indicated by this policy. In addition, nothing shall be affixed to any walls, windows, doors, or door frames, glass panels, or painted surfaces either outside or inside.
3. Posting within individually occupied offices should not damage paint or finishes. Additionally any material or item posted should not violate other relevant policies such as PRP 4789 (Harassment and Discrimination Policy), Bloomsburg University Fire Prevention and Control Practices, accessibility policies, or other university policies, Board of Governors policies, or Commonwealth rules or laws.
4. Exceptions may apply to notifications placed on entrance way doors or classroom/office doors that are informational in nature and developed to inform faculty/staff/students and guests of an event location or room number change. Additionally, similar notifications to visitors of these areas may be appropriate.
5. Placing materials on windshields of vehicles on campus is prohibited. The only exceptions are official University notifications on parking-related matters as approved through the Campus Police Department.

F. Violations

1. Violators of this policy are subject to the laws and regulations of the Commonwealth of Pennsylvania, applicable federal laws and regulations, municipal ordinances, and the rules and regulations of the University.
2. Violation of these provisions constitutes grounds for removal of the material.
3. The University reserves the right to invoice and collect the cost of removal of any posting material, banner or chalking and any associated removal damage repairs to any entity or individual that violates this policy.