

PROCEDURES FOR SIGNS AND POSTERS

Policy Type: District

Policy Title: Procedures for College Signage

Whom Does This Policy Affect: All MCCC Employees and anyone attempting to provide information/messaging on campus.

Policy Statement:

Monroe County Community College wishes to provide opportunities for individuals and entities to post information related to its students' education and personal growth. At the same time, the college must restrict the time, place, and manner of such postings to serve competing interests, such as safety, and to maintain a consistent image with college policy, procedures, and branding.

To balance these concerns, the College adopts the following procedure:

- I. Permanent Signs
 - A. All permanent signage requests on campus must be submitted to the Director of Marketing and Communications, who will assemble representation from the affected department for a decision. The primary purposes of any permanent signage are to ensure a consistent college brand message and to provide consistent, welcoming informational messaging.
 - B. Signage for maps, building/room direction/identification should be
 - (1) submitted with the prior year's budget submission;
 - (2) conform to college branding specifications;
 - (3) meet all local codes and approval specifications.
 - C. All permanent sign installation shall be conducted with the full approval/participation of Campus Planning and Facilities.
 - D. Other permanent signage or exceptions to procedure need the approval of the Offices of Marketing and Communications and Campus Planning and Facilities.
- II. Temporary Signage
- III. MCCC offers a multitude of Temporary Signage and Event Notification opportunities.
 - A. Digital videos located throughout campus are reserved for institutional operations.
 - B. Physical campus message bulletin boards are available throughout campus for poster/paper messages, no larger than 11 inches by 17 inches (and no larger than 8 ½" x 11" for off-campus organizations).

A poster or any other temporary signage may only be attached to College property if it complies with the following:

 - 1) To post on a Bulletin Board:
 - a) Bring your preprinted posters (39 tac boards) to the Office of Enrollment

Management and Student Success (S-133) at least one week before you want to post them. Employment opportunities and business advertising are not permitted on informational tac boards.

- b) The VP of Enrollment Management and Student Success will date initial posters, if approved.
 - c) Pick up posters at S-133 and post on appropriate bulletin boards around campus.
- 2) A poster must be no larger than 11 inches by 17 inches.
 - 3) No more than one poster per bulletin board.
 - 4) A poster or any other temporary signage may only be attached to an approved surface (designated bulletin boards throughout campus).

Thus, by way of example, posters or other temporary signs may not be attached to the exterior surfaces of College buildings, to interior surfaces such as walls, windows, or doors, or to the outdoor properties such as lampposts, poles, posts, or trees (this is not an exhaustive list).
 - 5) All posters must
 - ✓ bear the name of the individual, organization, or entity sponsoring it,
 - ✓ the date on which it must be removed, and
 - ✓ the signed initials of the VP of Enrollment Management and Student Success.
 - 6) Other individuals or entities, including off-campus commercial enterprises, may display posters if the poster is approved and no larger than 8 ½" x 11" and must abide by the above criteria.
 - 7) Remove all posters by the removal date. Failure to do so may result in future denials of requests. Questions should be directed to the Office of the Vice President of Enrollment Management and Student Success.
- C. The Events web page is located online and provides advertising space for MCCC to publicize college-sponsored events. It can be accessed at www.monroecc.edu/events. To publish college-sponsored events, contact the Marketing and Communications department.
- D. The Agora is Monroe County's award-winning student newspaper, which reports on school events and issues of interest to the college community. The Agora office is located in Room 213 of the Campbell Building and can be reached by phone at **(734) 384-4288**, or email agora@monroecc.edu. For more information, visit <https://www.monroecc.edu/student-newspaper>.
- E. The Offices of Enrollment and Student Success and Campus Planning and Facilities should approve wayfinding signage, banners, and other informational signage for events such as Speakers, Open Houses, Student Orientations, Special Courses, and theatrical events. Requests should include any relevant signage and the dates and locations where the signs will be displayed. Signs must be removed within 24 hours of the event.
- F. Any exceptions or other requests for campus messaging should be submitted to the VP of Enrollment Management and Student Success for approval.

IV. Banners and Ground Signs

- A. A banner is a sign, picture, advertisement, flyer, leaflet or the like in the form of a strip of paper, cloth, or other material larger than 11 inches by 17 inches that is attached to

or hung from a surface. A ground sign is a sign, picture, advertisement, flyer, leaflet or the like in a form that allows it to be inserted into the ground.

- B. Because banners and ground signs may be created in widely varying sizes and may raise unique issues with respect to pedestrian traffic and/or property damage, a banner or ground sign may not be posted unless approved by the VP of Enrollment Management and Student Success.
 - C. A banner or ground sign shall be allowed if it can be posted in a place and manner that does not interfere with pedestrian or vehicular traffic and does not cause or threaten property damage, or create a safety concern.
 - D. A banner or ground sign must bear the name of the individual, organization, or entity sponsoring it, and must bear the date on which it was posted.
 - E. Banner and ground sign spaces are reserved for those who do one or more of the following:
 - (1) provide information related to College administrative or curricular issues, College- sponsored or co-sponsored functions, activities, events; or
 - (2) direct people to functions, activities, or events sponsored by officially recognized campus organizations, and authorized off-campus organizations using facilities.
- V. Table Tents
- A. A table tent is a sign, picture, advertisement, flyer, leaflet or the like in the form of a paper folded to create an open triangle on each end and placed upon a table or other surface.
 - B. Table tents are permissible in the cafeteria and student lounge if approved by the administrator responsible for the promoted function, activity, or event.
 - C. A table tent must bear the name of the individual, organization, or entity sponsoring it, and must bear the date on which it was posted.
 - D. Table tent spaces are reserved for those who do one or more of the following:
 - (1) provide information related to College administrative or curricular issues, College- sponsored or co-sponsored functions, activities, events; or
 - (2) advertise functions, activities, or events sponsored by officially recognized campus organizations.
- VI. Property Defacement and Littering
- A. The use of chalk or paint on any surface, including but not limited to walls and sidewalks, constitutes property defacement and is prohibited.
 - B. Placing materials on windshields of vehicles constitutes littering and is prohibited.
- VII. Excluded Materials

- A. Nothing in this procedure is intended to prohibit or limit the posting of office hours on individual and department office doors.
- B. Nothing in this procedure is intended to prohibit or limit the posting of federal and state bulletins in accordance with applicable regulations, or College materials related to fire, health, or safety.

VIII. Posting Responsibility

It is the responsibility of all groups or persons displaying posters, banners, ground signs and/or table tents to remove same within three (3) working days after the activity or event has taken place.

IX. Enforcement

- A. The College may remove and destroy any poster, banner, ground sign, or table tent that
 - (1) does not comply with this procedure; or
 - (2) bears a posting date at least thirty days old; or is for an activity where the date has passed; or
 - (3) falls into a category of unprotected speech as defined by law, including but not limited to obscenity or physical threats; or
 - (4) is inconsistent with the legal obligations of the College, including but not limited to prohibitions against discrimination because of race, age, color, religion, national origin or ancestry, age, gender, marital status, disability, genetic information, sexual orientation, gender identity/expression, height, weight, or veteran status.
- B. Final authority, approval of exceptions, and overall responsibility for the enforcement of this procedure resides in the Office of the Vice President of Enrollment Management and Student Success.