

# SOUTH DAKOTA SCHOOL OF MINES AND TECHNOLOGY

## Policy Manual

**SUBJECT:** On Campus Advertising/Campus Posting

**NUMBER:** Policy III-10-1 (Formerly Policy III-1)

---

Any form of advertising on-campus (flyers, posters, radio-TV announcements) at SDSM&T targeted toward SDSM&T students will promote and maintain educationally viable activities for the benefit of the campus community and further the mission of the University.

1. Purposes of Posting Policy and Procedure
  - A. Provide standards and minimum requirement guidelines in order to evaluate and regulate temporary advertising displayed on university property.
  - B. Set the overall parameters pertaining to university advertising for campus events and activities.
  - C. Encourage sound advertising practices that provide clear information to members of the campus community as well as visitors.
  - D. Promote the public health, safety, and general welfare of the university.
  - E. Preserve and enhance the appearance of the university – its landscape features and buildings, including interior spaces.
  - F. Prevent excessive, confusing and incompatible advertising.
  - G. Protect the public investment in buildings and open spaces on the campus.
  - H. Reduce potential hazards that may result from distracting or obstructing advertising.
  
2. Posting Authorization
  - A. Prior to posting non-digital signs in any specific area, student organization postings must be approved by the Student Activities and Leadership Center.
  - B. Before posting in specific areas of campus, authorization must be received from the appropriate office.
    - 1) Academic and Administrative Buildings: Permission to post campus related items must be received from the appropriate division or department managing bulletin board postings within each building.
    - 2) Parking Areas, Sidewalks and Other Areas of Campus: Surbeck Scheduling, working with Facility Services, will approve the type and site location of all advertising (including sandwich boards) for location and traffic purposes relating to registered activities including all non-university related conference advertising. This category of advertising may be posted for a maximum of three days and may require earlier removal due to deterioration of materials.

### 3) Surbeck Center

- a. All items posted in the Surbeck Center must be submitted at the Surbeck Front Desk for authorization. The Surbeck Desk staff will post approved signs on the appropriate bulletin board within the building.
- b. Easels
  - i. Items posted on easels should be scheduled through University Scheduling Center.
  - ii. Items posted on easels in Surbeck Center must be removed immediately following the event and may not be displayed more than 3 days prior to an event.
  - iii. Weekly meetings advertised on easels may be displayed only on the day of the meeting.

### 4) Digital Advertising

- a. Surbeck Scheduling will coordinate the digital advertising system at SDSMT.
- b. Additional displays on campus must be compatible with the established advertising software.
- c. Postings need to adhere to minimum standards/formatting requirements and be submitted in a timely manner for display on the digital boards.

5) Residence Halls: All items posted in the residence halls must be submitted to the Residence Life Office for authorization. Authorized postings will then be distributed to Resident Assistants for posting within the residence halls.

- C. All advertisements in violation of the requirements listed herein will be removed and discarded. A \$5.00 charge for removal of each unauthorized poster may be assessed.
- D. Advertising (and adhesive) must be removed immediately following the event. Facility Services will remove advertising not removed by the posting organization within 24 hours following an event and a \$5.00 charge for removal of each poster will be assessed to the responsible organization.
- E. Unauthorized postings will be removed.

### 3. Posting Requirements

A. Banners: Banners hung anywhere on campus must be approved by Facility Services regarding location and method of attachment with the exception that Surbeck Scheduling has scheduling authority over banners displayed in designated locations of Surbeck Center.

#### B. Fliers

- 1) Fliers may be posted on campus sidewalks by registered student organizations or official university departments with approval from the Student Activities and Leadership center.
- 2) Fliers may be taped to sidewalks using clear packing tape or regular masking tape. Duct tape is not allowed. Fliers may not be taped on the ground within 10 feet of a building entryway, change of incline, or on stairways. (EXAMPLE: fliers are not

allowed on the sloping sidewalk leading to the dorms or the steps leading to the King Center.)

- C. All items posted on campus must contain the name and contact information of the organization making the posting announcement.
- D. Items for posting on bulletin boards should not be larger than 14" x 22".

#### 4. Advertising of Events with Alcohol

The following procedures apply to any form of advertisement (flyers, posters, radio-TV announcements) by an activity or event in which South Dakota School of Mines and Technology students are encouraged to participate if the serving of and/or use of alcoholic beverages will be associated with the activity or event.

- A. Advertisements for any event where alcoholic beverages are served shall mention the following:
  - 1) The availability of non-alcoholic beverages as predominantly as alcoholic beverages.
  - 2) Proof of age identification will be required.
- B. Promotional materials including advertising for any event shall not do the following:
  - 1) Make reference to the amount of alcoholic beverages (such as the number of beer kegs) available.
  - 2) Use alcohol as an inducement to participate in an off-campus event.
- C. Alcohol advertising, which does not follow the specified guidelines, will be removed (in the case of flyers, posters) or discontinued (in the case of radio-TV announcements). Faculty, staff, administrators, and students working in a supervisory capacity are expected to remove inappropriate flyers and posters with an appropriate explanation, if needed, of the policy.
- D. Inappropriate radio-TV announcements should be reported to the Dean of Student's Office.

#### 5. Guidelines for Authorizing Entities

- A. Signs may only be posted on bulletin boards.
- B. No items are to be attached to exterior surfaces of buildings or vehicles on campus
- C. No item may be posted by an individual or group for a non-university related function or activity that implies college affiliation.
- D. Advertising must adhere to the above procedure regarding events with alcohol.
- E. Outdated materials removed by the university will be discarded.
- F. Items on bulletin boards in the Surbeck Center will be removed if not stamped by the Surbeck Desk.
- G. No more than one of any sign may be posted on any bulletin board.
- H. All signs, except as previously noted, may be posted for a maximum of two weeks except with approved authorization.

- I. Signs mounted on wood, plastic or metal stakes intended for posting in landscaped areas require express permission from Facility Services.
- J. All signs posted in violation of the guidelines listed herein will be removed. Any extra clean up or damages resulting from removal of improper postings will be assessed to the individual, organization or department responsible.
- K. Commercial advertising is not permitted on campus except by special contract with the University.
- L. Exceptions may apply when special discounts or benefits are offered to members of the university community.

**SOURCE: Vice President for Student Affairs, Mar. 2004; Office of the Provost, Jan. 2010**

**BOR Reference: Policy 3:7, Policy 6:13**