

<b>Centennial Student Union Policy</b>	
<b>Policy Name:</b> Advertising and Promotions	<b>Effective Date:</b> 7/1/12
<b>Custodian of Policy:</b> Communications Coordinator	<b>Last review:</b> 2/2012
	<b>Next review:</b> 5/15/2017

### *Formal Review*

## Policy Statement

As the community center for campus, the **Centennial Student Union (hereafter referred to as CSU)** views communications about upcoming events and activities as central to our mission. To this end, a variety of methods for event promotion have been developed for use by Recognized Student Organizations, University Departments and General Public. Through this policy, the CSU intends to provide a variety of methods for communication about upcoming events and activities while still maintaining a pleasing and aesthetic environment for use by all.

## Policy Rationale

This policy has been developed to inform users about advertising opportunities in the CSU. It has been developed to protect the facility and to maintain an environment that is safe, orderly and aesthetically pleasing.

## Policy Enforcement

The CSU Communications Coordinator shall administer and enforce this policy. After one warning, failure to follow the outlined guidelines may result in loss of posting privileges. *The CSU Director or designate can make exemptions to any policy stated within.*

## Policy Overview

The goal of the CSU is to be the communication center for the campus community. Any inappropriate or explicit materials may be removed. The CSU shall not be held responsible or accountable for the theft or vandalism of any materials displayed.

The following Advertising/Promotional Materials will not be permitted in the CSU:

- Information or items that are discriminatory in content or nature.
- Events that exclude any segment of the student body.
- Content/information in language other than English, unless English translation is stated.
- Political issues (with the exception of Student Government elections each spring).

- Consumption of alcohol, tobacco, or illegal substances.
- Solicitation for credit cards.
- Any displays using glitter or sequins.
- Use of weapons.

### **“Blue Tape” Requirement**

Blue painters’ tape is the only adhesive allowed in the CSU. Absolutely no Duct tape or sticky-tack will be allowed anywhere. Any event day postings attached with anything other than blue painters’ tape will be removed and discarded. Whenever possible other accommodations for sign posting will be offered/provided by CSU staff.

### **Posting By Centennial Student Union Staff Only**

Unless pre-approved by the CSU Communications Coordinator Office (CSU 220), all postings within the CSU will be conducted by CSU Staff. Event day postings must be approved through University Scheduling and Conference Services (CSU 219) when room reservations are made.

### **Applicability**

CSU promotional policies shall apply to all advertising and promotional activities using internal CSU spaces and CSU services. A priority order shall dictate how CSU services and resources are distributed. Off campus individuals, organizations and firms as well as commercial advertising for profit-making goods or services will be reviewed and approved on a case-by-case basis. The priority order is:

1. IMPACT, Student Activity Fee Funded Programs and CSU Marketing.
2. Recognized Student Organizations.
3. Minnesota State Mankato students.
4. Minnesota State Mankato departments, faculty and staff.
5. Minnesota State Mankato alumni.
6. Off-campus individuals, organizations and firms.

### **Definitions**

**A-Frame Display Units:** A-Frame Displays (floor level two-sided sandwich boards offering a 24 inches wide x 36 inches tall display area **can no longer be reserved and used at the CSU’s eight (8) display stand sites.** (Yellow sandwich boards are still reservable through Student Activities for **use outside the CSU only** at the north and south entrances to the CSU).

**Banners:** Any two-dimensional display measuring more than 20 inches wide x 26 inches high or less than 48 inches wide x 36 inches high for hanging in designated banner sites in the CSU. (special exemption may be requested for banners up to 72 inches wide).

**Ceiling Display:** Approved special use displays that can be suspended from ceiling cords found in the north-south and east-west corridors of the CSU Main Level. Such CSU approved two-sided paper, poster board, laminated or plastic displays can be no larger than 17 inches wide x 11 inches tall. Content must contain an educational component (i.e. cancer or domestic violence awareness) associated to an upcoming event or program in the CSU.

**Chalking:** To ensure no one unintentionally defaces University property, chalking is not permitted unless approved by University Scheduling and Conference Services (CSU 219). (Approved chalking outside the CSU must be at least 20 feet from any entrance and not under any building overhangs). Chalk used must be water-soluble and removed immediately after the event or issue is no longer current. Charges to Recognized Student Organizations, University departments, and the general public are applied when applicable. Source: University practice

**CSU CAN Events Calendar:** The CSU-sponsored weekly, four-color advertisement promoting campus events funded through student activity fees or university events open or of interest to students. New issues come out each Monday that classes are in session. Issues are distributed throughout the CSU and posted in the CSU restrooms.

**Display Cases:** Three large locked, glass-front cases located at the northwest entrance of the CSU which can be reserved on a first-come, first-served basis for one week at a time.

**Display Stands:** Free standing display units offering an elevated two-sided, 21 inches wide x 27 inches tall display area that replace use of 24 inches wide x 36 inches high floor level A-frame (sandwich boards)

**Flatscreen Monitor:** One of a series of digital display units located throughout the CSU used for displaying event and meeting room usage. Monitors also can display promotional slides and video for events/activities within the CSU as well as events of student interest happening on campus. The units also are part of the university emergency alert system

**Handbills:** Any solicitation material or literature handed out to CSU patrons or left in the CSU. Excluding material or literature provided at CSU tabling sites, the distribution of such materials is not allowed in the CSU.

**Outdoor Electronic Digital Board:** Often referred to as the “Barney Boards,” these electronic sign boards located on the south and north sides of the CSU exterior are used for promoting events/activities within the CSU as well as events of student interest happening on campus

**Posters:** Any printed material 11 inches wide x 17 inches tall or 8.5 inches wide x 11 inches tall created for display on CSU bulletin boards or academic bulletin boards

**Special Use Displays:** Any unique or non-traditional promotion within the CSU falling outside parameters defined by policies for display cases, banners or display cases may be requested as a special use display. Such displays include, but are not limited to, suspended displays in the three well openings, vinyl floor decals, and three-dimensional displays occupying CSU open floor space, displays hanging from existing display cords in the main level corridors of the CSU.

**Well Openings:** The three square openings found on the north-south corridor of the CSU Main Level (including the north open stairwell connecting Main and Lower levels of the CSU).

## Exemptions

Student Senate Elections and Homecoming or other campus wide activities may be exempt from policy restrictions upon receipt of detailed request to the CSU Director or CSU Communications Coordinator one month prior to the event. Exemptions will be in place for a two-week time period prior to the event. All materials allowed within the exemption must be removed within 48 hours of the conclusion of the event.

## Procedure

### Posters

All postings within the CSU should be educational or culturally enriching in nature.

All posters for display on CSU Bulletin Boards (six posting locations) and Academic Buildings Bulletin Boards (approximately 62 locations) must be approved and stamped in the CSU Administration Office (CSU 220). Posters for the CSU Bulletin Boards must be posted by CSU staff. Posters not placed by CSU staff or placed outside of designated areas in the CSU will be removed and discarded. The CSU shall not be held responsible or accountable for the theft or vandalism of any materials displayed.

### Personal Advertisements

- The CSU has a bulletin board site outside Student Activities, CSU 173, designated for roommates wanted, subleases, ride share, items for sale, services offered and a miscellaneous section.

### Display Stand Signs

Use of one of eight (8) CSU display stand sign locations may be reserved through University Scheduling and Conference Services (CSU 219). All Display Stand Signs must fit safely within the edges of the 21 inches wide x 27 inches high display area. No displays may protrude beyond the edges of the display stand or in any way create a hazard to pedestrians in the area.

**A-Frame Display Units:** Sandwich board units were discontinued for use inside the CSU at the eight (8) display stand sites and **can no longer be reserved** at those locations.

Yellow sandwich boards are still reservable for use by Recognized Student Organizations through Student Activities (CSU 173) for **use outside the CSU only** at the north and south entrances to the CSU. Persons/organizations reserving these signs are responsible for placing them as well as removing/returning them immediately and no later than 24 hours following scheduled events. It is advised that displays be laminated for use on outdoor A-frame units. Unlaminated signs damaged by weather will be removed and the

organization contacted. The CSU is not responsible for outdoor A-frame signage that is damaged or stolen.

### **Handbills/Table Tents**

No handbills, table tents, “leave behinds,” business cards, credit card promotions or other solicitation materials are permitted within the CSU. Businesses, organizations or individuals found handing out solicitation materials will be asked to cease and desist. Security will be contacted for solicitors who continue distributing information within the CSU after being notified of building policy. Staff time spent on removal and disposal of such solicitation materials may be billed to the sponsoring organization. Students, faculty and staff may place promotional material within a performance/event space during the performance or event, but the promotional material must be removed by the posting party immediately following the event.

- (The exemption to this policy is material or literature provided at a CSU tabling site; in such instances, information must be on the table or offered for distribution by one person staffing the tabling unit. No distribution or soliciting information is permitted in the corridors of the CSU).

Additional exemptions to this policy can only be made by the CSU Director.

### **Banners**

Use of ten (10) CSU designated banner locations must be reserved on a first-come, first-served basis through University Scheduling and Conference Services (CSU 219). Banners shall be no larger than 36 inches high by 48 inches wide (special exemption may be requested for banners up to 72 inches wide). Reservations can be made within five (5) business days of posting. Banners must be received within 24 hours of posting. Banners will be placed by CSU Staff. Banners can hang for maximum of two weeks prior to an event. Banners will be removed following the event and kept for 24 hours before being disposed of or recycled. Banners for an ongoing event running more than two weeks, must be approved for a time extension by the CSU Communications Coordinator (CSU 220).

### **Display Cases**

The use of one of three (3) CSU glass display cases (93 inches wide x 63 inches high x 16 inches deep) located at the northwest entrance must be reserved on a first-come, first served basis through University Scheduling and Conference Services (CSU 219). A display may be reserved for a period of two weeks with a limit of one case per organization. Reservations may be extended for one additional two-week period if available (longer reservation periods may be available during summer months/holiday breaks upon approval of CSU Communications Coordinator (CSU 220)). All displays must fit safely within the cases with access doors closed and locked. Only CSU Staff will have access to display case locks. Sponsoring organization must

remove displays immediately at the end of the reserved time period. CSU Staff will remove any display materials which are not removed in a timely manner.

### **Ceiling Display**

See Special Use: Educational Displays

### **Chalking**

Chalking is not permitted unless approved by University Scheduling and Conference Services (CSU 219). (Approved chalking outside the CSU must be at least 20 feet from any entrance and not under any building overhangs). Chalk used must be water-soluble and removed immediately after the event or issue is no longer current. Charges to Recognized Student Organizations, University Departments, and the General Public are applied when applicable. Source: University practice.

### **CSU Flatscreen Monitors**

The CSU flatscreen monitors serve as part of a campus-wide emergency alert system. The primary ongoing function of CSU flatscreen monitors is the posting of event and meeting room usage listings. Secondary function of the CSU flatscreen monitors is to assist in publicizing social, cultural, educational, and recreational events and activities in the Centennial Student Union. Free advertisement for upcoming student and university related events in the CSU will be posted one week prior to the advertised event. A longer posting period may be requested and approved depending on volume of slides in rotation. Posting will not include regular or ongoing meeting notifications. Priority will be given to Student Activity Fee funded programs and Recognized Student Organizations. Special use to CSU commercial tenants will be granted by the CSU Communications Coordinator on a case-by-case basis. Non-university groups will not be allowed to post except in relation to an event sponsored in the CSU that is open to the public. Submittal of information for monitor use must be in widescreen format (PowerPoint 16:9 Aspect Ratio; JPEG sized at 1280 pixels x 720 pixels). Special requests can be submitted to the CSU Communications Coordinator (CSU 220) for properly formatted short videos running less than 30 seconds. Such requests will be reviewed and considered based on content and availability of monitor space. On small screen monitors, slide rotation will be set to post event and meeting room listings approximately every 30 seconds. Promotion slides will be displayed for an average of 10 seconds per rotation. Maximum length in between posting rotation will be approximately 5 minutes. Large screen monitors also offer news tickers which can be requested on a first come-first served basis. Requested and approved ticker postings will be limited to three-day posting limit immediately prior to an event. To submit a request in slide or video format, contact the Communications Coordinator Office (CSU 220) or [leonard.koupal@mnsu.edu](mailto:leonard.koupal@mnsu.edu).

### **CSU Outdoor Electronic Digital Boards (“Barney Boards”)**

Posting requests for the CSU’s two outdoor electronic digital boards (CSU south entrance and CSU northwest entrance) should be made through the CSU Communications Coordinator Office (CSU 220) no later than one week before the posting is scheduled to begin. The CSU reserves the right to limit time limit for posted materials depending on volume of scheduled displays. Priority will be given to Student Activity Fee funded programs and RSOs. Special use to CSU Commercial Tenants will be considered and granted by the CSU Communications Coordinator on a case-by-case basis. Non-university groups will not be allowed to post except in relation to an event sponsored in the CSU that is open to the public. Other postings promoting the university, its mission and its values will be made upon space availability and discretion of the CSU Communications Coordinator. Average posting is six second with a maximum of 24 seconds (and/or 4 panel views). Submitted material should be limited to seven words per display panel. Maximum time in between rotations will be no more than five minutes.

### **CSU CAN (Schedule of Events)**

The CSU solicits and prepares a weekly schedule of events advertisement that is posted throughout the CSU including restroom displays. Priority for advertised events and activities is given to Student Activity Fee funded programs and Registered Student Organizations. Events generally can be promoted for two weeks prior to the event. Special allowances beyond two weeks are granted for campus wide events such as Homecoming. A contact list is maintained by the CSU Communications Office and representatives are solicited weekly by email. Response deadline is the end of the work day on the Thursday prior to the following week’s CSU CAN. Other organizations seeking to promote events or activities taking place in the CSU may submit a request to be listed in the advertisement. Such requests will be considered depending on available advertising space within that week’s CSU CAN.

### **Conference Postings**

Conferences/events within the CSU can post the day’s schedule of events. Displays must be mounted on a solid backing such a matte board or foam board and displayed outside the conference/event area on easels. Easels can be reserved through the University Scheduling and Conference Services (CSU 219). Postings may also make use of CSU display stands (as available) by reserving them for day-of-event use through University Scheduling and Conference Services (CSU 219). No schedules or conference/events postings can be attached to painted walls, wood walls, stone walls or doors. Such violations will be removed and, when and where possible, alternative posting options will be suggested by CSU staff. Damaged caused by violations of this policy will be billed to the sponsoring organization.

## **Special Use Displays**

Any unique or non-traditional promotion within the CSU falling outside parameters defined by policies for display cases, banners or display cases may be requested as a special use display. Such requests are approved by the CSU Communications Coordinator (CSU 220) on a case-by-case basis. Approval process for special use requests include submitting in detailed written request for. Forms are available from the CSU Communications Coordinator Office (CSU 220). A follow-up meeting must be scheduled with the CSU Communications Coordinator (CSU 220) to state intent and content of requested special use.

### **Special Use: CSU Window Decorations**

Window decorations will be considered on a case-by-case basis. Painting on windows will be considered only on rare occasions that coincide with upcoming general cleaning of windows. All window decoration requests, including decorations such as window clings or taped applications, will be reviewed following submittal of a special use request to the CSU Communications Coordinator. The request form is available in the CSU Administrative Office, (CSU 220). The completed form must be received no later than 10 days before the anticipated posting date. Approval will be made within 24 hours of acknowledged receipt of the request.

### **Special Use: Educational Displays**

Use of the CSU Ceiling Display is considered a special use request available to Recognized Student Organizations and University Departments and must be pre-approved through the CSU Communication Coordinator (CSU 220). A special use request form must be submitted to the CSU Communications Coordinator for posting of a series of educational signs in the main north-south and east-west corridors of the CSU. The request form is available in the CSU Administrative Office (CSU 220). The completed form must be received at least a week before the anticipated posting date. Approval will be made within 24 hours of acknowledged receipt of the request. Signs may be posted for a maximum of one week. The signs can be displayed in conjunction with an upcoming event and must contain educational information related to the event (i.e. statistics, data and awareness building information about cancer in conjunction with an upcoming cancer Walk of Life). The series of posters must be a maximum of 17 inches wide by 11 inches high (tabloid landscape size) and may be constructed using two-sided construction paper, poster board, laminated or plastic displays. Ceiling displays may hang no lower than the eight (8) feet off the floor. Posters must be hung a minimum of eight (8) feet apart along existing mounting lines running through a portion of the two main corridors.

- The CSU Communications Coordinator or designate must oversee the hanging and removal of an approved ceiling display.



- Recognized Student Organizations using the ceiling display will be responsible for hanging and removing the display using the CSU safety-approved platform ladder to hang and remove displays.

### **Special Use: Well Space Display**

A Special Use Request Form must be submitted to the CSU Communications Coordinator (CSU 220) for posting a special display in the South Well Opening in the CSU MavAve area. The request form is available in the CSU Administrative Office (CSU 220). The completed form must be received at least a week before the anticipated posting date. Approval will be made within 24 hours of acknowledged receipt of the request. The Request Form must include a description of the display. Creative criteria for approving the special use request includes:

- No handwritten lettering
- No simple construction paper design (that is a banner, not a special display)
- A level of artistic quality that is attractive and attention getting – in other words, nothing that looks sloppy, rushed or below the quality expected of a higher education institution.
- Preferential treatment will be given to designs that are three-dimensional or that have some sort of movement/animation to them.

*The CSU Communications Coordinator reserves the right to have the display improved or taken down if it does not meet the approved criteria.*

### **Special Use: Unique Display**

A Special Use Request Form must be submitted to the CSU Communications Coordinator for a unique display defined as any creative promotional device that makes unique use of an approved area of the CSU. The request form is available in the CSU Administrative Office (CSU 220). The request must be made at least two weeks before the proposed start date of the display. An approved Unique Display may promote an event for one week prior to the event. Once acknowledged receipt of the completed request form is made via email to the requesting party, a meeting will be scheduled with the CSU Communications Coordinator to discuss the merits of the proposal. The requesting party should be prepared to defend the request by expressing a unique display idea that possesses an artistic quality that is attractive, creative and attention getting while maintaining safety, aesthetic integrity of the building and traffic flow. Preferential treatment will be given to designs that are three-dimensional or that have some sort of movement/animation to them. Such requests may include a service charge if request requires the moving of furniture by CSU staff.

*The CSU Communications Coordinator reserves the right to have the display improved or taken down if it does not meet the approved criteria.*

### **Special Use: Mylar Helium Balloons**

Use within the CSU of helium-filled Mylar balloons or any balloon types capable of staying afloat for more than one day must be approved through University Scheduling and Conference Services (CSU 219). No such helium-filled balloons may be used in the CSU Ballroom or the CSU Hearth Lounge due to the difficulty of retrieving untethered/unweighted balloons. Sponsoring organizations/departments/groups may be charged for cost of retrieving/removing any balloons that escape into the ceiling regions of the CSU Ballroom or CSU Hearth Lounge.

### **Special Use: Homecoming and Student Government Elections**

**NOTE: The CSU will be responsible for building Homecoming Decorations. CSU may work with IMPACT in coordinating Homecoming decorations.**

Many CSU posting policies will be lifted for spring Student Government Elections International Student Association Elections, however, the following criteria must be observed:

#### **Student Government Elections**

- Blue painter's tape is the only adhesive allowed in the CSU. Absolutely no duct tape or sticky-tack will be allowed anywhere.
- All election material must be stamped and/or logged by the Elections Committee (the University does NOT have to approve your material prior to posting).
- All outside material must be checked daily by the candidate.
- All election material must be removed 48 hours after Election Day.
- Campaign material and campaigning will be allowed:
  - On brick and ceramic walls.
  - One sign per candidate on any bulletin board per campaign.
  - On all indoor pillars.
  - On entry doors and doorways (do not attach tape to door decals)
  - On all walls, including those painted (Do not place or attach to any art within the CSU).
  - Banners – Reserve through CSU Communications Coordinator (CSU 220).
  - Tables – Reserve through University Scheduling and Conference Services (CSU 219).
  - Inside elevators. (Not on doors)

*Please contact the CSU Communications Coordinator for other allowances not listed.*

Election materials will not be allowed:

- The use of any duct tape, electrical tape, or sticky-tack anywhere
- The use of blow-horns
- On any area where authorized personnel have specifically requested no signs
- On the exterior of the CSU building
- On steps, floors and ceilings
- On parking and traffic signs

- On elevator doors
- On any art
- On office doors
- On vending machines
- In restrooms