



CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS ADMINISTRATIVE POLICY MANUAL

Communication & Marketing

Policy Number: CM.02.004

Approved By: Richard R. Rush
President

Effective Date: 3/28/11

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Policy on Postings and Signage

PURPOSE:

The purpose of this policy is to encourage postings and signage practices to provide clear information to members of the University community and visitors; promote and maintain educationally viable activities for the benefit of the campus; preserve and enhance the appearance of University buildings and open spaces; and reduce potential hazards to pedestrians and motorists that may result from distracting or incorrect signage.

This policy does not supersede any provision of any Collective Bargaining Agreement.

BACKGROUND:

The intent of this policy is to address temporary postings/signage within buildings or property controlled by the University.

POLICY:

Accountability:

The Provost/Vice President for Academic Affairs, Vice President for Student Affairs, Vice President for Finance & Administration, Vice President for University Advancement, Chief Information Officer, Associate Vice President for Operations, Planning & Construction, Director of Communication & Marketing, EFC Chair, and the Director of Housing & Residential Education.

Applicability:

All University offices, auxiliaries, faculty, staff, students, tenants, and external constituencies, including members of the public.

Exceptions to this policy include:

- A. Public safety alerts and public information notifications issued by either the University Police Department or Communication & Marketing during times of potential or current campus emergencies.
- B. Notices displayed for classroom relocations or cancellations.



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- C. University information or notices for employment/Human Resources, emergency or public safety instructions, the University's mission statement, academic program posters, or campus photographs displayed in building public spaces.
- D. Temporary signs for construction-related activities.
- E. Requests for commercial postings within the Town Center or on University Glen property shall be governed by the University Glen Corporation office.

Definition(s):

Signage: Flyers/leaflets, posters, banners, brochures, lawn flags, sidewalk chalk, ground-stakes, foot signs, A-frames or sandwich boards, and electronic message boards, affixed or displayed throughout University buildings or spaces

Public Space: Any interior or exterior area that is open for students, employees, or visitors to enter during regular business hours. These areas include, though are not limited to: walls, hallways, corridors, lobbies, conference rooms, courtyards, fences, library, and all other University buildings or property owned or controlled by the University, but excluding University Glen or Town Center property.

Text:

Approving University Officials

- Students or Student Clubs and Organizations: Vice President for Student Affairs or her/his designee
- Faculty or Academically-Related Activities: Provost/Vice President for Academic Affairs or her/his designee
- Staff: The staff member's Division head or his/her designee
- External Constituencies: Director of Communication & Marketing or her/his designee. External events approved by the Events & Facilities Committee (EFC) will also require approval by the Chair of the EFC.
- University Tenants or Town Center Tenants: Director of Communication & Marketing or her/his designee.

- A. Requests for postings or signage shall be reviewed and approved in advance by the University official or her/his designee.



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- B. Non-University or off-campus printed materials shall not be posted on the campus without advance approval by the University official or her/his designee.
- C. The posting of materials using items such as lawn flags, foot signs, ground stakes, or chalk on sidewalks shall be reviewed and approved in advance as deemed appropriate by the approving University official or her/his designee, in consultation with the Associate Vice President for Operations, Planning & Construction. The requestor will be responsible for any damages as a result of ground stakes, clean-up of chalk used on sidewalks, or costs incurred by OP&C for repairs or clean-up.

Approved Methods for Posting

- A. Push pins or thumb tacks for cork bulletin boards; magnets for dry eraser boards.
- B. Sticky putty or painters' masking tape for large event posters approved for placement only on interior walls next to general bulletin boards.

Approved Locations for Postings and Signage

- A. General cork bulletin boards located throughout most campus buildings, or available dry eraser boards for general purpose postings located within the Library.
- B. Cork bulletin boards located outside office doors with occupant approval.
- C. Electronic message boards managed by the Student Union.
- D. A-frames or sandwich boards may only be placed at specified locations outside University buildings and must not interfere with pedestrian or vehicular traffic.
- E. If space is needed, posters approved by appropriate University officials as noted in this policy, may be displayed on interior walls next to general bulletin boards.
- F. Banners may only be displayed in the designated banner locations or by using frames installed and provided by OP&C.



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Prohibited Locations for Postings and Signage

- All interior and exterior spaces within campus buildings including but not limited to: lobbies, doors, windows, balconies, railings, stairwells, walls, or hallways.
- Restrooms or Stalls
- Benches
- Fences
- Fountains or Sculptures
- Sidewalk railings
- Light Posts
- Trees or Planted Garden areas
- Bus Shelters
- Newspaper or Magazine Racks
- Traffic Mirrors or Control Signs
- Trash or Recycling Receptacles
- Permanent Way-finding/Directional Signage

Limitations on Postings and Signage

- A. It is the responsibility of the individual or group posting materials to ensure that all postings have been removed within two (2) business days following the event or the date as specified by the approving University official or her/his designee. Materials that can be visually determined with a past date will be removed. All posted materials will be removed from general bulletin boards at the end of each semester.
- B. Vehicle or pedestrian directional signage for events or activities shall be placed in accordance with the Police & Parking Services A-Frame (Sandwich Boards) Placement Procedures.
- C. Banners may only be displayed in the designated banner locations or using frames provided and installed by OP&C. All banner requests shall be reviewed and approved in advance by the Director of Communication & Marketing. The requestor will incur all charges related to the installation and removal of the banner.



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- D. Requests for signage near the University entrance or designated banner locations shall be reviewed and approved in advance by the Director of Communication & Marketing or her/his designee. Requestors should first inquire that there are no conflicts with the display area's posting schedule. Scheduling is on a first-come, first-served basis. The requestor will incur all OP&C charges related to the production and installation of signage in the kiosk or banner area.
- E. All requests for postings or signage within Housing & Residential Education facilities shall be reviewed and approved in advance by the Director of Housing & Residential Education or her/his designee.
- F. Duration: all postings or signage may be displayed for a maximum of two (2) weeks prior to any one event or activity and should be removed within two (2) business days after the event or activity.
- G. Poster size: posters should not exceed 24" x 36" in size for posting onto "A" frames or as space is available on general bulletin boards.
- H. Content: postings or signage advertising an event, activity, or program should contain the following information: name of event or activity; date, time, and place of event or activity; and University contact information (campus phone numbers or web address). The University's formal or spirit logos may be included in materials but are not required (refer to the University's Identity Style Guide for proper use).
- I. Poster quantity: only one poster advertising an event, activity, or program may be posted on the same bulletin board.
- J. Tacking, painting, pasting, marking, writing, gluing, stapling or otherwise affixing signage is not allowed on any surfaces. Stickers may not be posted onto any surfaces.
- K. Divisions, departments, areas, offices, faculty, or staff, may display posters, photographs, awards, or artwork within their designated campus office area or doorway and not in public spaces.



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- L. Academically-related materials may be posted in instructional areas (including Aliso Hall, central Bell Tower, Malibu Hall, Manzanita Hall, Napa Hall, North Hall, Topanga Hall, and the MVS Center) except for areas noted in the Prohibited Locations for Postings and Signage within this policy.
- M. Any individual, department, or organization may be charged for the cost incurred in the removal or repair of campus facilities caused by inappropriate or prohibited postings for which they are responsible.
- N. Unauthorized postings in prohibited locations will be removed.
- O. Signs or postings that in the judgment of the University are threatening to public safety, prohibited by law, hazardous to pedestrian or vehicular traffic, or imitative of official government signs or copyrighted signs, logos or marks, are prohibited.
- P. Individuals or organizations that violate this policy may have posting privileges revoked for a specified period of time. Unauthorized postings of a threatening, discriminatory or offensive manner may result in disciplinary action.

EXHIBIT(S):

Academic Affairs Events Posting Process

Student Affairs Procedure for Print Requests and Campus Advertising

Police & Parking Services A-Frame (Sandwich Boards) Placement Procedures