

Effective: July 6, 2020

Administrative Policy Posting and Chalking Policy

Approved: July 6, 2020
President's Cabinet

A. Purpose

Millersville University facilities are for the primary use by its students, faculty, and staff in their efforts to advance the educational mission of the University. The purpose of this posting and chalking policy is to ensure the appropriate use of space made available for such communications, while assuring an aesthetically pleasing campus environment and allowing for the University to maintain its facilities and grounds. This policy is not intended to infringe upon the First Amendment rights guaranteed by the United States and Commonwealth of Pennsylvania Constitutions. The responsible University Official for overseeing this policy shall be the Vice President for Student Affairs and Enrollment Management or a designee.

B. Scope

The policies and procedures provided herein apply, but are not limited to, all Millersville University faculty, staff, students, registered organizations, contractors, and the general public. This policy applies to all University facilities and grounds as defined herein, including the interiors and exteriors of all buildings or structures, owned or leased.

C. Policy & Procedure(s)

Posting Materials

- Within most University buildings and facilities there are bulletin boards identified for posting of specifically designated information: (e.g. union information, academic organizations, specialized university summer courses, student government, department information, etc.) Any questions about what information can be posted on a particular bulletin board should be referred to the Building Coordinator.
- Bulletin boards designated for the posting of materials are designed to provide a means to advertise approved campus events, publicize university services for students, faculty, and staff, and to inform of on-campus and off-campus activities. Unless otherwise indicated, all interior bulletin boards are set aside for communicating specific University information. General information may be posted only on bulletin boards designated for general information. Failure to abide by the guidelines will result in the removal of the posted material. Enforcement of this guideline will be at the discretion of the individual building coordinator.

- Posting materials are defined as any poster, flyer, sign, brochure, or other advertisement, including electronic media or digital bulletins, and items made of paper or similar material. No posting should exceed 18" x 24" in size.
- All postings made of paper shall be affixed with tape, thumbtacks or push pins.
- No duplication of materials is allowed on one side of any outdoor bulletin board. One flyer per event is allowed per bulletin board.
- In keeping with the University's belief in responsible citizenship, sponsors of the events/services are asked to remove all posting materials from bulletin boards within 24 hours of completion of the event they advertise. Materials that do not have an ending date may be posted for a maximum of three weeks (21 calendar days).
- Posting materials may also be used to display temporary directional signage on sandwich boards available through University Facilities. Placards placed on these boards must be made of either vinyl or machine-printed laminated paper.
- Sandwich boards may be used only to promote an approved university event. The requesting activity sponsor is responsible for the placement of the placards on the sandwich boards. Placards must be removed by the event sponsor immediately after the completion of the event.
- Any posting requests to post in any residence hall must be made to the Department of Housing and Residential Programs. Distribution and posting of approved items, consistent with this policy, will be facilitated by Housing and Residential Program staff.
- Requests by any student club/organization to post materials on campus must be made to the Center for Student Involvement & Leadership for all on- and off-campus events. For all on-campus events, the student club/organization must first register their event in Get Involved and have it approved by the Center for Student Involvement & Leadership before posting requests are made.

Banners

- Banners are defined as any communication or advertisement, larger in size than posting materials, made of vinyl and/or fabric material.
- Banners may be hung around the University only in designated areas. Space is limited to use by registered student organizations, academic and administrative departments. No outside persons are permitted to hang banners without the written approval of the Office of the Vice President for Student Affairs & Enrollment Management. Banners must be secured with material provided by the organization or person responsible for the banner. Banners are not permitted to exceed a width of 4' and a length of 6'. Banners will be stamped with an approval date that will expire three weeks from the date of approval. All registered student organizations are allowed one banner posting per semester, this is in an effort to allow all student organizations an equal opportunity for displaying a banner.
- All banners will be removed at the conclusion of semesters. Banners will be stored at the Student Memorial Center Information Desk for one week after removal, after this period the banner will be disposed of. Banners will be hung in designated banner areas. Any banner not hung in its designated area will be removed and disposed of.
- Banners may be placed on the exterior of buildings only with the consent of the building coordinator.
 - Banners may be placed in the galley that do not exceed 4'X6'
 - A Third Party is not eligible for this method of advertising.

Chalking

The use of sidewalk chalk to promote campus events or make announcements is permitted for student organizations recognized by the Center for Student Involvement and Leadership, Millersville University departments, and/or academic programs. No other chalking will be permitted.

- Chalking to promote campus events or make announcements is reserved solely for registered student organizations, departments or units at the University. No other chalking will be permitted.
- Chalking is permitted only on sidewalks and other uncovered walkways where the chalking can be removed by the natural elements. A Third Party is not eligible for this method of advertising. A Third Party is defined as any individual, group or entity that is not a MU recognized student organization, on campus departments or unit. Student organizations are not permitted to advertise events via chalking until the event has been registered and approved in Get Involved.
- All chalking designs and messages must be made using water-soluble chalk. The use of markers, paints, oil-based products, sprayable chalk, or other aerosol-based products is prohibited.
- Chalking is prohibited on all structures and vertical surfaces, including buildings, walls, benches, signs, poles or columns, light poles, and trees.

a) Prohibited Locations

- Postings, banners, and sidewalk chalking are not permitted in areas where they could be potentially dangerous, destructive or difficult to remove. 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, light and lamp posts/poles, benches, trash receptacles, traffic control signs, bus stop shelter, 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.
- 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 Department of Public Safety and Police Services.

Third Party Posting

- All third party postings will be subject to the same processes outlined in Posting Materials – Flyers.
- Third party postings will be limited to designated bulletin boards located in Lyle Hall, the Student Memorial Center, Gordinier Hall, Francine G. McNairy Library & Learning Forum, Pucillo, and the lobby of residence halls.

b) Violations

- 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.
- Violation of these provisions constitutes grounds for removal of the material.
- Millersville University reserves the right to charge back the cost of removal of any posting material, banner or chalking and any associated repairs to any entity or individual that violates this policy.

- Violations of this policy may be subject to assessed penalties for any infractions incurred, which may result in loss of posting privileges.

D. Approval Process

Student Organizations must adhere to all posting procedures and guidelines as administered by Center for Student Involvement and Leadership.

- On-campus event promotional materials cannot be distributed until the event has been registered and approved through Get Involved. Once approved, the student organization must take the printed promotional materials (flyer, poster, banner, etc.) to the Center for Student Involvement & Leadership to be stamped for approval. The stamp will include an expiration date indicating when the materials must be removed (24 hours after the event has concluded).
- Off-campus events do not require registration and event approval through Get Involved; however, they do require review and a stamp from CSIL signifying approval to advertise before distribution.
- It is recommended that the student organization brings just one copy of the promotional materials to be reviewed and stamped for approval, and then have the approved copy duplicated. This will save the student organization time and money in case any mistakes are found, or changes need to be made, to the materials.
- Materials must be removed once the stamped date of expiration has passed.
 - Informational materials expire 21 days after approval.
 - Materials marketing an event will expire the day after the event.
- For a material to be approved (eligible to be posted):
 - Must advertise campus events, publicize services for students, faculty, and staff, or to inform of on-campus and off-campus activities
 - For events: The time/date/location of the event and the name of the sponsoring student organization(s). For on-campus events, the event information must reflect the information registered and approved through Get Involved.
 - Event locations must list the full name of the space/building. Abbreviations will not be approved.
 - Materials must include the Corq logo (available on Get Involved) or the Get Involved Web Address (getinvolved.millersville.edu) somewhere visible on the material.
 - Use of Millersville University emblems and logos must abide by the Millersville University Identity Guidelines.
- Student organizations found in violation of the posting policy are subject to increasing penalties as per the Good Steward Policy in the Center for Student Involvement & Leadership.