

Procedure for posters: Approval and Placement

As the college seeks to further conserve resources, avoid waste products, eliminate clutter on campus that creates safety hazards and streamline communication efforts through the use of electronic resources, the proliferation of posters and easels has gotten to the point that a new policy is needed.

With campus-wide access to the Intercampus Communication System (I.C.S.) also known as flat-screen televisions, and the use of other electronic capabilities such as social media, the Upcoming Event all e-mail, event calendar and the CSN Weekly and CSN Student Weekly, CSN is ready for a progressive policy that governs the use of posters and easels. The use of these electronic methods of communication to make constituents aware of events or services should be encouraged and adopted as part of the college's culture as the primary means of promoting internal services and events. The use of posters as an internal marketing method should be restricted to minimize their usage in an effort to move the college toward a future date when posters will one day be obsolete.

Note: These guidelines do not pertain to classrooms or personal areas.

- 1) No posters or tabletop signs are permitted from any area within Academic Affairs or Student Affairs (including academic and non-academic classes, and student services) in any CSN location.
- 2) CSN event posters are allowed in limited capacity. To obtain a poster to advertise an event, please submit an event form by visiting www.csn.edu/marketing and selecting the "Publicize My Event" link. There will be an option on the form to obtain approval for event posters. Fill out the form, click the desired communication methods you wish to obtain, including event poster if desired, click submit and attach an electronic version of the proposed poster/flier to the body of the e-mail.
- 3) Public and College Relations staff will review your "Publicize My Event" submission process through the same process used to approve I.C.S., all e-mails and social media advertisements. They will notify applicants and printing services if posters are approved or require modification. Once applicants receive notification from Public & College Relations staff, they may proceed to printing services to print the desired number of posters.
- 4) Posters for CSN events can be placed in a designated area (to be determined) prior to the event, but on an easel for only the day of the event, and must be taken down no later than the day after the event. **No other easels are approved for use.**
- 5) Posters are not permitted to be nailed, taped or stapled to walls, other than designated bulletin board areas at each campus, as determined by the campus administrators. This serves to protect infrastructure and keep the aesthetics and integrity of campus structures, walls and surfaces intact.
- 6) Posters mandated by state or federal regulations (Discrimination, Title VI etc.) are permitted.

These new guidelines will go into effect at the start of the fall 2012 semester. During the summer, CSN staff will clean wall areas and campus administrators will create and designate specific areas where CSN event posters may be posted on bulletin boards and publicize these areas at the start of the fall semester.