

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS  
DIVISION OF STUDENT AFFAIRS

Office of the Vice President for  
Student Affairs/Student Life

Effective Date: 1/22/09 (Supersedes version 9/24/08)  
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<b>Procedure for Print Requests and Campus Advertising</b>
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**Background:**

In order to facilitate on-campus communication with and among students and to help maintain the integrity and beauty of the campus, a print and campus advertising procedure is necessary.

**Accountability:**

Special Assistant to the Vice President for Student Affairs and the Assistant to the Dean of Students

**Applicability:**

All departments and areas within the Division of Student Affairs, Student Government, Student Programming Board, student newspaper (*Channel Islands View*), the yearbook (*The Nautical*), and clubs/organizations.

**Attachments:**

Student Affairs Communication Proof and Approval Chart, Policy on Posting of Signage and Materials on External Spaces within the Campus Community and the Project Request Form

**Procedure:**

**1. Timeframes**

- a. Text and artwork for all communication material, including Web site content, should be approved by the appropriate individuals prior to submitting requests to Student Communication in the Office of the Vice President for Student Affairs (see *Proofreading* section below). Approximately **five to seven (5-7) business days** is required by Student Communication to complete proofreading of materials; this should be taken into consideration when requesting materials by a certain date. **Seven to 10 business days is required for any request exceeding 20 pages.**
- b. Requests to print communication material(s) must be received at least **12 business days prior** to the event or activity, which includes the required time for proofreading. You will be immediately notified whether requests received after the deadline can be accommodated. Requests for extensive proofreading (in excess of 20 pages) and printing must be received **15 business days** prior to the event or activity.
- c. Requests for banners\* and kiosk signs must be received **at least 21 days prior** to the event to allow for coordination with off-campus vendors. At the time of the request, it is recommended that the requesting area also coordinate with OPC, providing the appropriate accounting string for labor charges. Student Communication will coordinate with Communications and Marketing

to reserve the kiosk space for the appropriate duration of time, depending on the purpose of the sign. For example, if the sign is to welcome a constituency to campus, then kiosk space will be reserved for the day before the event. To advertise an upcoming event, kiosk space will be reserved for up to a week prior to the event and taken down the next business day.

*\*Refers to banners ordered through an outside vendor. Banners that will be made in-house require the same timeframe as other print requests (see item b above).*

- d. Requests that require design support as well as coordination with an outside vendor must be received no less than **21 business days** prior to the preferred receipt date. The requestor should use this timeframe as a minimum for postcards and the like for which a target mail date has been established. For larger publications that will require extensive proofreading and approval from other areas and/or the vice president for Student Affairs prior to being sent to an outside vendor, a minimum of **60 business days** prior to the preferred receipt date is required. Once requests for design or proofreading have been completed by Student Communication, the final file will be returned to the requestor. Depending on the complexity of the project, in most cases it will be the responsibility of the department/area to coordinate with outside vendors regarding quotes and appropriate accounting paperwork. However, Student Communication should be consulted in advance to discuss approved vendors that may be most appropriate to assist with a particular project request. For complex projects requiring uploading files to FTP sites or providing design files in specific formats, i.e. Illustrator or InDesign, Student Communication will facilitate the correspondence and project coordination with the outside vendor.
- e. All completed requests should be picked up from Student Communication no later than 24 hours following completion of the request unless otherwise specified.

## **2. Content and Design**

- a. The following content information should be included in all flyers and posters:
  - i. Date of event
  - ii. Time of event
  - iii. Location of event
  - iv. Name of event
  - v. Contact person and phone number/email for event
  - vi. Sponsor of event
  - vii. University logo and/or ASI logo (student clubs and organizations are not required to use the logo except for member organizations of ASI, who should use their ASI logo)
  - viii. Disability accommodations statement (if applicable)\*

*\*Please contact Student Communication for the latest approved version.*

- b. Communication materials should be designed using MS Publisher, MS Word or a program in the Adobe Creative Suite (CS3). If Adobe CS3 is used, all layers of the file must be accessible (i.e., unlocked and not flattened) so that corrections can be made by Student Communication staff if need be. Materials saved as Adobe PDF files may also be submitted if no changes are needed.

- c. All materials should be formatted at the desired finished size. MS Publisher templates in various sizes are available on the 'G' Drive under Division-wide Info/Communication/Poster Flyer Info/ Templates for designing posters and flyers. Please remember when saving your work to select the "Save As" option and save the file, renaming it appropriately, so as not to alter the original templates.

Files that have been formatted at an incorrect size or in an un-editable format (when changes are required) will be returned to the sender. Once re-formatted/corrected, the files will need to be re-submitted for final review/approval. The original project request will stay open until the project is completed; a new Project Request Form should **not** be submitted with the corrected file.

- d. If photographs/images are used in the file, they must be high resolution and saved as 300 dpi. When used on posters and banners, the requestor must ensure that the image used will print clearly at the desired finished size. If a low-resolution image is used, the file will be returned to the requestor to correct.
- e. Departments or areas within Student Affairs that do not have access to MS Publisher or Adobe CS3 software should contact Student Communication for assistance.
- f. Since student clubs do not have access to the 'S' Drive, they may request assistance through the office of Leadership, Career and Health. Student clubs may have the office of Leadership, Career and Health submit a request to print an original copy, which they will then use to make additional color copies using their ID card.

### 3. Proofreading and Submissions

- a. All communication material from departments or areas within the Division of Student Affairs shall be proofread by the designated individuals as outlined in the attached *Student Affairs Communication Proof and Approval Chart* or the *Student Affairs Clubs and Organizations Advertising Proof and Approval Chart* **prior** to submitting requests to Student Communication.
- b. Requests from student clubs and organizations shall first be submitted to Leadership, Career and Health for submission approval. Upon approval, materials should be submitted by the appropriate Student Life staff member to Student Communication for final proofreading and print production. Grammatical or punctuation errors will be corrected as needed but changes to the content or intent of the communication will not usually be altered unless it is absolutely necessary.
- c. When submitting requests, division staff must adhere to the *Student Affairs Communication Proof and Approval Chart*. Requests should be submitted to [dsa.communication@csuci.edu](mailto:dsa.communication@csuci.edu) by the area dean/director or designee. A list of approved designees should be on file with Student Communication. This list should be reviewed and updated on an annual basis or as needed.

### 4. Sizes and Quantities

- a. Posters are available in two sizes:
  - i. 18" x 24"
  - ii. 24" x 36"

Posters that will be displayed inside buildings on walls, bulletin boards, etc. should be formatted at 18" x 24". For sandwich boards, posters should be formatted at 24" x 36".

The maximum number of posters that may be printed for a particular event/announcement is 12. However, additional posters for major re-occurring events may be printed at the request of the department or area dean/director. These situations will be handled on a case-by-case basis.

- b. Flyers are available in three sizes:
  - i. 8 ½" x 11"
  - ii. 8 ½" x 14"
  - iii. 11" x 17"

DSA areas should contact approved outside vendors for quotes for quantities over 1,000 that are full color. Contact Student Communication for a list of approved vendors. Only the necessary amount needed for posting/distribution should be printed in order to avoid waste.

## 5. Types of Advertising Media

All completed flyers and posters must be date-stamped with an expiration date by the Leadership, Career and Health office prior to posting on display boards, glass cases, or other designated areas within the buildings. Quantities for each type of request are identified below:

- a. Flyers: one (1) per designated posting area
- b. Posters: four (4) posters, not including posters used for sandwich boards
- c. Chalking: limited to designated chalking areas (please refer to item 6b below)
- d. Sandwich boards: no more than (10) sandwich boards per event
- e. Other: to be approved on a case-by-case basis by the Leadership, Career and Health office.

## 6. Designated Areas for Various Types of Advertising Media

### a. Posting

All completed flyers and posters must be date-stamped with an expiration date by Leadership, Career and Health (LCH) prior to posting, which is normally handled by LCH; LCH will post all flyers in the Bell Tower glass cases and display boards. The expiration date is usually two weeks from the posting date. Expired posters and flyers **will be removed** from all posted areas.

Tacks or push pins should be used for posting all flyers and posters on designated bulletin boards only. Removable adhesive putty should be used for displaying banners/posters on the walls next to the bulletin boards. Staples or tape should **not** be used as they will cause damage to bulletin boards and walls. Repairs completed on walls or bulletin boards due to damage sustained by using tape or staples will be billed to the respective party.

Posters, flyers, signs, and sandwich boards are **not** allowed in the main lobby (north entrance) of the Bell Tower building OR on the blue textured walls located on the first and second floors of Aliso Hall (Science Building).

Below is a list of approved or designated posting locations:

1. Bell Tower Glass Cases (Flyers Only)

- Next to BT 2684 (large)
- Next to BT 2424 (large)
- Next to BT 1601 and 1602 (small)
- Across from the Educational Access Center (EAC) (small)
- BT foyer (small)
- BT foyer (small)
- Across from BT 1565 (small)

2. Bell Tower Display Boards (Flyers and Posters Only)

- First Floor
  - Bulletin board across from BT 1858
  - Bulletin board across from BT 1711
  - Bulletin board across from 1582 and 1584
  - Bulletin board across from BT 1611
  - Bulletin board between BT 1525 and EAC
- Second Floor
  - Bulletin board between BT 2704 and 2688
  - Bulletin board between BT 2505 and 2515

3. Bell Tower Designated Glass Cases for Community Events and For Sale Items

Advertisements for community events and for sale items will be posted in designated glass cases in the Bell Tower. Items posted in this case will not be posted for more than two weeks. This is the only approved location for these types of advertisement in the Bell Tower.

4. Other Campus Locations	Contact/Phone	Location	Copies
The University Hub	Christine Thompson/ 3273	The Hub	3
Recreation Center	Nathan Avery/8902	Recreation Center	1
Enrollment Center	Ria Fidler/8912	Sage Hall 1111	2
Glass Cases in BT	LCH/8998	BT Room 1858	7
Display Boards in BT	LCH/8998	BT Room 1858	7
Aliso Hall ( <b>doors only with permission</b> )	Dan Wakelee/8542		3
Housing and Residential Education	Laurita Franklin/2733	Santa Cruz Village Bldg. E	20

b. Chalking

Any member of the CSUCI campus community that partakes in the use of chalking as a method to advertise or communicate must first gain approval from the Leadership, Career and Health office. All text and supplemental information to be displayed via chalking must be submitted for prior approval to the Leadership, Career and Health office in writing at least four (4) business days before the requested chalking date.

Chalking may be displayed beginning 72 hours before the activity or event and must be properly removed within 48 hours after the activity or event. If chalking is not removed within 48 hours, the member or group's rights to chalk will be revoked for the remainder of the current semester.

Designated areas for chalking have been identified for use; please refer to the "Chalking Map\_Apr09" (attached). An up-to-date list of designated chalking locations is available in the Leadership, Career and Health office. Any member or group that chalking in a non-designated location will be given a warning and must remove the chalk within 24 hours of notice. In the event that the chalk is not removed from the non-designated area, the member or group's chalking privileges may be revoked for the remainder of the current semester.

### c. Sandwich Boards

#### 1. Clubs and organizations

Any student club or organization that utilizes sandwich boards as a method to advertise or communicate must gain prior approval from the Leadership, Career and Health office. All text and supplemental information to be displayed must be submitted for approval to the Leadership, Career and Health office in writing at least four (4) business days before the requested posting date. If the club/organization wishes to have posters printed by Student Communication, the procedure outlined in items 1b, 3a and 3b above must also be followed.

Sandwich boards may be displayed beginning five (5) days before the activity or event and must be properly removed 48 hours after the activity or event has occurred. If sandwich boards are not removed within 48 hours, the member or group's rights to utilize the sandwich boards will be revoked for the remainder of the current semester.

Sandwich boards should not obstruct hallways, sidewalks, pathways or electronic door opening devices used by pedestrians or vehicles. Any club or organization that places a sandwich board in a non-designated location will be given a warning and must remove the sandwich board within 24 hours of notice. In the event that it is not removed from the non-designated area, the member or group's privileges will be revoked for the remainder of the current semester.

#### 2. Departments/areas

It is the responsibility of the event coordinator or requestor to either purchase their own sandwich boards or request permission to utilize existing sandwich boards. The following areas have sandwich boards available for use: Enrollment Services, Student Life and Housing and Residential Education. The placement and removal of sandwich boards for advertising is the responsibility of the event coordinator or requestor.

Sandwich boards may be displayed beginning five (5) days before the activity or event and must be properly removed 48 hours after the activity or event has occurred. Sandwich boards should not obstruct hallways, sidewalks, pathways or electronic door opening devices used by pedestrians or vehicles. A warning will be given to the event coordinator or requestor for any sandwich board(s) placed in a non-designated location and allotted 24 hours for removal. In the event that it is not removed from the non-designated area, the event coordinator or requestor may have their privileges for sandwich board usage revoked for the remainder of the current semester.

d. Freestanding Signs/Props

1. Clubs and organizations

Requests for placement of freestanding signs or props must first be approved by the Leadership, Career and Health office prior to placement. The proposed campus locations, text, and sign/prop designs, must be submitted in writing at least four (4) business days prior to posting.

Designated areas for freestanding signs/props have been identified for use and should not obstruct hallways, sidewalks, pathways or electronic door opening devices used by pedestrians or vehicles. Any club or organization that places a freestanding sign/prop in a non-designated location will be given a warning and must remove the freestanding sign/prop within 24 hours of notice. In the event that it is not removed from the non-designated area, the club or organizations privileges will be revoked for the remainder of the current semester.

2. Departments/areas

Designated areas for freestanding signs/props have been identified for use and should not obstruct hallways, sidewalks, pathways or electronic door opening devices used by pedestrians or vehicles. Any requestor or event coordinator that places a freestanding sign/prop in a non-designated location will be given a warning and must remove the freestanding sign/prop within 24 hours of notice. In the event that it is not removed from the non-designated area, the event coordinator or requestor may have their privileges for utilizing freestanding signs/props revoked for the remainder of the current semester.

e. Email (Global/Dolphin)

1. Clubs and organizations

The president or advisor of the club must submit the proposed message (with a completed DSA Communication Project Request Form attached) to the coordinator of Student Leadership Programs, who will review the communication and forward it to the administrative support coordinator for Leadership, Career and Health to proofread. The administrative support coordinator will then forward the proofread document to [dsa.communication@csuci.edu](mailto:dsa.communication@csuci.edu) for final approval and emailing of the message.

Author: \_\_\_\_\_  
Special Assistant to the Vice President  
for Student Affairs

Date: \_\_\_\_\_

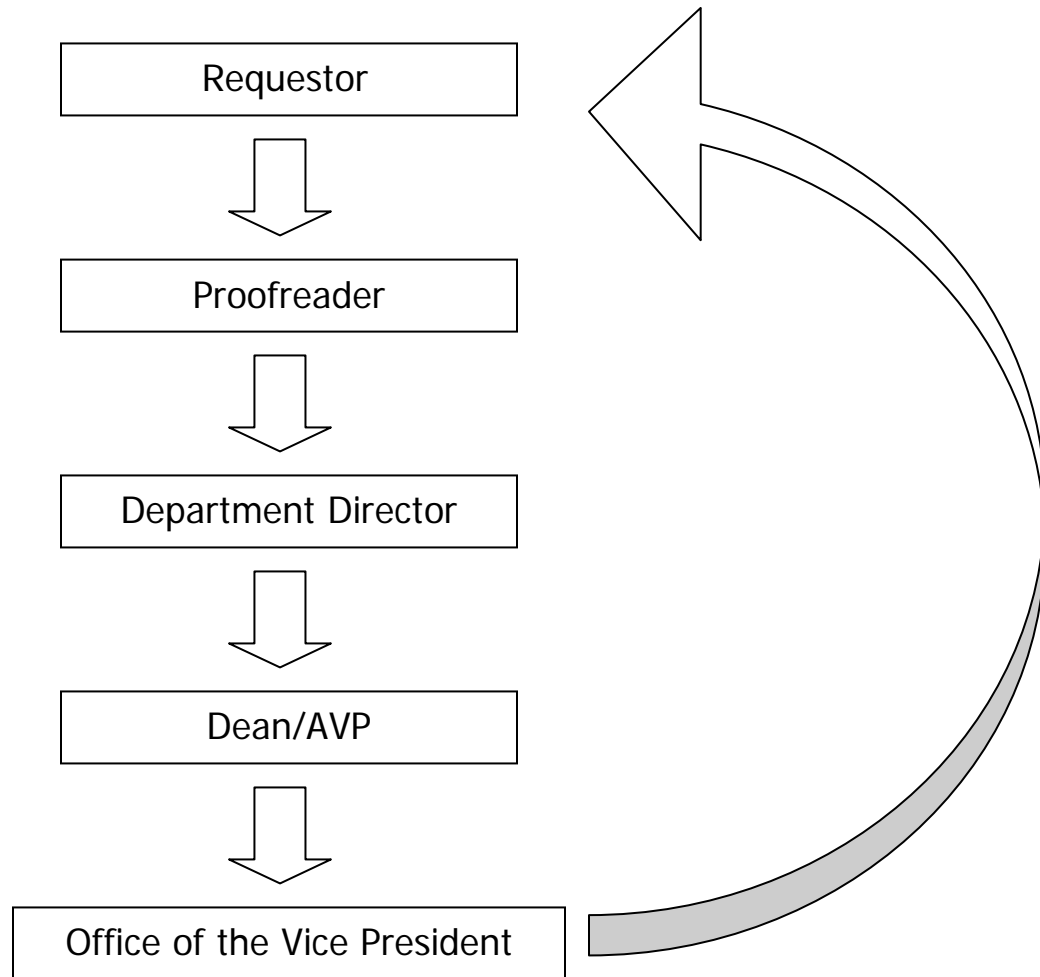
Author: \_\_\_\_\_  
Assistant to the Dean

Date: \_\_\_\_\_

Approved: \_\_\_\_\_  
Wm. Gregory Sawyer, Vice President for Student Affairs

Date: \_\_\_\_\_

DIVISION OF STUDENT AFFAIRS  
COMMUNICATION  
PROOF & APPROVAL CHART



**Proofreaders for:**

Housing and Residential Education

- Sarah Hawkins
- Cindy Derrico

Campus Recreation

- Ed Lebioda

Enrollment Services

- Tracie Matthews – FA
- Damon Blue – R&R
- Ginger Reyes – A&R
- Jane Sweetland – ES

Student Life

- Kari Moss –LCH
- Christine Thompson – ASI and Clubs and Organizations
- Russ Winans - AOT

Office of the VPSA

- Eric Suliga
- Amy Spandrio
- Toni Rice
- Dr. Sawyer (***only for significant internal or external communication***)