



CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS ADMINISTRATIVE POLICY MANUAL

Communication & Marketing

Approved By: Richard R. Rush
President

Policy Number: CM.02.005

Effective Date: 11/4/13

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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 posting/signage within buildings or property controlled by the University.

POLICY:

Accountability:

The Vice President for Student Affairs, Vice President for Business & Financial Affairs, Vice President for University Advancement, Vice President for Technology & Communication, Associate Vice President for Facilities Services, Director of Communication & Marketing, EFC Chair, and the Director of Housing & Residential Education.

Applicability:

All University offices, auxiliaries, 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. The University Glen Corporation office shall govern requests for commercial postings within the Town Center or on University Glen property.
- F. Requests for commercial solicitations or commercial transactions shall adhere to California Code of Regulations, Title V. Education.

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:

The University will regulate the placement of signage and posted materials. University officials are charged with facilitating the dissemination of campus-related information through the use of appropriate signage and posted materials. Signage in compliance with campus procedures related to location and similar criteria is permitted subject to approval of appropriate University officials.

Approving University Officials

- Student Affairs departments, students (for non-class related signage) and student organizations: Vice President for Student Affairs or her/his designee
- Students for class-related signage: Faculty



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- External Constituencies (non-commercial solicitations or non-commercial transactions): 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 (for requests to post on main part of campus): 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. Additionally, all approvals are subject to specific area procedures and must be adhered to.
 - 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. Requests for commercial solicitations or commercial transactions shall adhere to California Code of Regulations, Title V. Education.

Approved Methods for Posting, locations, and limitations are specified within General Procedures for Posting and Signage and/or area procedures.

EXHIBIT(S):

[General Procedures for Posting and Signage](#)

[Police & Parking Services A-Frame \(Sandwich Boards\) Placement Procedures](#)