**Kutztown University Policy STU-018**

## Posting and Chalking Guidelines

### A. Purpose

Kutztown 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 primary purpose of this policy is to insure the appropriate use of space available and to maintain an aesthetically pleasing campus environment, thereby balancing the need for and rights to effective and orderly advertising and the maintenance of facilities and grounds. No information will be posted that is inconsistent with or in violation of Commonwealth of Pennsylvania or federal laws or regulations, or any municipal ordinances. The responsible Officer for interpreting and overseeing this policy shall be the Associate Provost and Dean of Students or his/her designee.

### B. Scope

The policies and procedures provided herein apply, but are not limited to, all Kutztown University faculty, staff, students, affiliated organizations, and contractors, and the general public. This policy applies to all University facilities and grounds, including the exteriors of all buildings, owned or leased. It excludes open-air areas such as courtyards and University Stadium. This policy supersedes and renders null and void Kutztown University Policy 1994-201, entitled "Announcement Policy," which deals with posting outdoor announcements on designated bulletin boards.

### C. Definition(s)

### D. Policy & Procedure(s)

Posting Materials

- Within each building there are bulletin boards identified for posting of specific information: (i.e. union information, academic organizations specialized university summer courses, student government, department information, etc.)

- No interior bulletin board which is set aside for specialized information is to be used for posting of information other than that for which the bulletin board is intended to serve. General information may be posted only on bulletin boards, and moreover, only on bulletin which are designated for general information, or which are undesignated. Failure to abide by the guidelines will result in the removal of incorrectly 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, items made of paper or similar material up to and including 18" x 24" in size for hard copies.

- Bulletin boards designated for the posting of materials are designed to provide a means to advertise campus events, publicize services for students, faculty, and staff of on-campus and off-campus activities and to disseminate educational or informative information. Posting materials shall be placed only within the assigned area on each outdoor bulletin board but shall not be placed on top of existing current notices.

- All postings shall be made of paper and affixed with masking tape or staples.

- No duplication of materials is allowed on one side of any outdoor 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.

- 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 (see the Key, "Reservations and Use of University Facilities"). 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, Residence Life and Dining (106 Old Main). Distribution and posting of approved items will be facilitated by Housing, Residence Life and Dining staff.

<u>Banners</u>

- Banners are defined as any advertisement, normally larger in size than posting materials, made of vinyl and/or fabric material.

- Banners may be placed on the exterior of buildings only with the consent of the building coordinator.

- Banners that are hung across Main Street must be approved by Maxatawny Township, the Pennsylvania Department of Transportation, and the Director of Public Relations through the Office of Environmental Health and Safety. Each banner shall be hung by Facilities Management for a maximum of one week.

- Banners may be used only to promote an approved university event and must be removed by the event sponsor (with the exception of those hung across Main Street which shall be removed by Facilities) within 24 hours of completion of the event they advertise.

Chalking

- Chalking is permitted only on sidewalks and other uncovered walkways.
- All chalking designs must be made using water-soluble chalk.
- The content of the chalking must be consistent with items listed under the Content section of this policy.

**E. Content**

- All individuals and organizations posting materials of any kind are expected to design and display their materials in a manner respectful of the diverse beliefs, opinions, and attitudes that exist in an institution of higher learning. Posted items must be educational or informative in nature. Items advocating an infraction of any law or regulation (including The PA Crimes Code 18 Pa. C.S.A. Section 6503, entitled "Posting advertisements on property of another"), municipal ordinance, or official University policy or regulation may not be displayed.
- In support of the diverse needs of our community, an ADA compliance statement shall be included on any advertising materials [hard copy and / or electronic media]. Example: Persons with a disability, who need accommodations for this event, should notify the Disability Services Office two weeks prior to the event at 610-683-4108 or email accommodation@kutztown.edu, TDD number: 610-683-4499, in order to discuss accommodations. Every effort will be made to provide reasonable accommodations.
- Materials that advertise activities, events or groups that do any of the following are prohibited:

  a) Interfere with or be incompatible with the University's Statement on Non-Discrimination, as stated the introduction to the University's Undergraduate Bulletin; or

  b) Have a clear and present potential hazard of interfering with the process of the University, infringing upon the rights of others, or endangering the health or safety of the University community or their guests.
- Materials for posting may not include any reference to alcohol, including, but not limited to, the cost per alcoholic drink, any statement, symbol depiction, or reference that would tend to induce persons to consume to excess (as "all you can drink," "free flowing taps," etc.) or in violation of state law or University policy, and may not give the impression that alcoholic beverages will be free.
- The names of the sponsoring organization, department, or responsible person must appear on each posting, banner, or sidewalk chalking in a legible and easily readable manner.

**F. 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 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.

**G. 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.

- The 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.

**H. Effective Date**

January 28, 1999
Revised 10/2007; Revised 2/8/2010

**I. Approved By**

Dr. F. Javier Cevallos, President

**J. Endorsed By**

Administrative Council, March 26, 2010

**K. Last Review**

August, 2010
August, 2012
August, 2013
August, 2014
August, 2015