

# SOUTH DAKOTA SCHOOL OF MINES AND TECHNOLOGY

## Policy Manual

**SUBJECT:** On-Campus Advertising/Campus Posting

**NUMBER:** Policy III-10-1 (Formerly Policy III-1)

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Any form of advertising on-campus (flyers, posters, radio, and digital announcements) targeted toward South Dakota Mines students will promote and maintain educationally viable activities for the benefit of the campus community and further the mission of the University.

1. Purposes of Posting Policy and Procedure
  - A. Provide standards and minimum requirement guidelines in order to evaluate and regulate temporary advertising displayed on university property.
  - B. Set the overall parameters pertaining to university advertising for campus events and activities.
  - C. Encourage sound advertising practices that provide clear information to members of the campus community as well as visitors.
  - D. Promote the public health, safety, and general welfare of the university.
  - E. Preserve and enhance the appearance of the university – its landscape features and buildings, including interior spaces.
  - F. Prevent excessive, confusing, and incompatible advertising.
  - G. Protect the public investment in buildings and open spaces on the campus.
  - H. Reduce potential hazards that may result from distracting or obstructing advertising.
2. Posting Authorization
  - A. All Student Organization/Non-University postings must be stamped and dated by the Office of Student Engagement and posted by university staff in approved locations.
    - a. Academic and Administrative Buildings
      - i. University related items must be stamped and dated by the appropriate division or department managing bulletin board postings within each building. Departments may approve postings on department-controlled bulletin boards with reference to education or career opportunities that are specifically targeted to the students in their department without approval of the Office of Student Engagement.
    - b. Surbeck Center and Campus Grounds
      - i. All items posted in the Surbeck Center must be stamped and dated by the Office of Student Engagement. The Surbeck Center Desk staff will post stamped and dated signs on the appropriate bulletin board within the building. The bulletin board for community events is located in the entrance by the bookstore hallway.
      - ii. Scheduling and Event Operations and/or the Office of Student

Engagement, working with Facility Services, will approve the type and site location of all advertising (including sandwich boards) for location and traffic purposes relating to registered activities including all non-university related conference advertising. This category of advertising may be posted for a maximum of three days and may require earlier removal due to deterioration of materials.

c. Digital Displays

- i. Digital displays must be submitted to the responsible department in each building.
- ii. Additional displays on campus must be compatible with the established advertising software.
- iii. Postings need to adhere to minimum standards/formatting requirements and be submitted in a timely manner for display on the digital boards.
- iv. External and commercial advertising are not permitted on digital displays with exception of South Dakota Mines corporate partnerships.

d. Residence Halls

- i. All items posted in the residence halls must be submitted to the Residence Life Office for authorization. Authorized postings will then be distributed to Resident Assistants for posting within the residence halls.

3. Posting Requirements

- A) All postings must include the sponsoring group name, contact person, phone number and email address.
- B) All student, student organization and non-university postings must include the following statement:

“This is non-university material that is neither endorsed nor necessarily reflective of the views of South Dakota School of Mines & Technology.”
- C) All postings on bulletin boards must be hung by university staff on the appropriate locations.
- D) Postings advertising the use of alcohol must include the availability of non-alcoholic options and indicate proof of age identification will be required.
- E) Postings cannot promote illegal drugs, incite violence, contain sexually explicit material or profanity or compete with dining services or the university bookstore.
- F) Chalking on the sidewalks is only permitted for advertising events of the university and recognized student organizations. Chalking is not permitted on any buildings or within 10 feet of a building entrance. Chalking must be approved by the Office of Student Engagement 1 business day before the chalking is to occur. The student organization sponsoring the event is responsible for removing the chalking within 24 hours following the event. All chalking materials must be water soluble.
- G) The Spirit Rock is a limited public forum open for advertising recognized university events and events of officially recognized student organizations. Use and painting of the rock must contain date and time of the event. It may be used on a first come first served basis and should only be painted 3 days in advance of the event. It cannot be repainted until the event currently advertised has commenced.
- H) No items are to be attached to exterior surfaces of buildings or vehicles on campus.

- I) No item may be posted by an individual or group for a non-university related function or activity that implies college affiliation.
  - J) Advertising must adhere to the above procedure regarding events with alcohol.
  - K) Outdated materials removed by the university will be discarded.
  - L) All signs, except as previously noted, may be posted for a maximum of two weeks except with approved authorization.
  - M) Signs mounted on wood, plastic or metal stakes intended for posting in landscaped areas require express permission from Facility Services.
  - N) All signs posted in violation of the guidelines listed herein will be removed. Any extra clean up or damages resulting from removal of improper postings will be assessed to the individual, organization or department responsible.
  - O) Commercial advertising is not permitted on campus except by special contract with the University.
  - P) Exceptions may apply when special discounts or benefits are offered to members of the university community.
  - Q) Banners:
    - a) Banners hung anywhere on campus must be approved by Facility Services regarding location and method of attachment with the exception that Scheduling and Event Operations has scheduling authority over banners displayed in designated locations of Surbeck Center.
  - R) Fliers
    - a) Fliers may be posted on campus sidewalks by registered student organizations or official university departments with approval from the Office of Student Engagement.
    - b) Fliers may be taped to sidewalks using blue painters tape. Duct tape is not allowed. Fliers may not be taped on the ground within 10 feet of a building entryway, change of incline, or on stairways. (EXAMPLE: fliers are not allowed on the sloping sidewalk leading to the dorms or the steps leading to the King Center.) All fliers must be removed 24 hours following the advertised event by the sponsoring organization.
    - c) Unauthorized removal or tampering of approved postings is a violation of Student Code of Conduct and Human Resources policies.
  - S) Items for posting on bulletin boards should not be larger than 14" x 22".
  - T) No more than one of any signs may be posted on any bulletin board.
  - U) Unauthorized postings will be removed.
4. All advertisements in violation of the requirements listed herein will be removed and discarded. A \$5.00 charge for removal of each unauthorized advertisement may be assessed.
- A. Advertising (and adhesive) must be removed immediately following the event. Facility Services will remove advertising not removed by the posting organization within 24 hours following an event and a \$5.00 charge for removal of each advertisement may be assessed to the responsible organization.

**Source: Vice President for Student Affairs, Mar. 2004; Office of the Provost, Jan. 2010; May 2017; Revised April 2019– Supersedes all previous versions**

**BOR Reference: Policy 3:7, Policy 6:13**