Office/Contact: University Student Union

Source: SDBOR Policies 1.7.6, 3.4.1, 4.1.1, 4.3.1, 4.4.8, 4.7.1, 6.13 and 6.14; University Policy 3:1, 5:14 and 9:1

Link: <https://sdbor.edu/policy/>; <https://www.sdstate.edu/sites/default/files/Student%20Conduct%20Code.pdf>; <https://www.sdstate.edu/sites/default/files/policies/upload/Event-Ticket-Sales-and-Accessible-Seating.pdf>; <https://www.sdstate.edu/sites/default/files/policies/upload/Institutional-Sponsorship-and-Advertising-for-Gaming-and-Alcoholic-Beverages.pdf>

Associated Forms: [Approved Non-Residence Hall Posting Locations](https://www.sdstate.edu/student-life/university-student-union/south-dakota-state-university-posting-policy); [Residential Life Handbook](https://www.sdstate.edu/sites/default/files/file-archive/2021-09/Residential_Life_Handbook.pdf); [Posting Denial Appeals Form](https://www.sdstate.edu/sites/default/files/file-archive/2019-10/Posting%20Denial%20Appeals%20Form.pdf); [University Graphic Identity Standards](https://www.sdstate.edu/university-marketing-communications/graphic-identity-standards/official-mailing-labels-and-name); [University Brand Toolbox](https://www.sdstate.edu/university-marketing-communications/university-brand-toolbox)

# SOUTH DAKOTA STATE UNIVERSITY

# Policy and Procedure Manual

SUBJECT: Campus-Wide Posting

NUMBER: 6:9

1. Purpose

This policy and its procedure set forth the guidelines on authorizing the placement of flyers, broadsides, bills, posters, and like publications on the designated bulletin boards and electronic reader boards on campus to fulfill the University’s mission, its commitment to the Drug-Free Workplace Act of 1988 and Drug-Free Schools and Communities Act Amendments of 1989, its proprietary interests, and its obligation to adopt sound educational, research, and service policies, and to that end, prevent material disruptions of the work and discipline of the University in this limited forum.

1. Definitions
   1. Information Exchange: the Information Exchange in the University Student Union, or successor entity, charged with providing information services for University students and the general public.
   2. Officially Recognized Organization: a University department, office, college, Affiliated Entity, Registered Student Organization, or official committee.
   3. Posters: include flyers, broadsides, bills, banners, placards, notices, posters, and other like postings. This does not include University Facilities and Services facilities signage or emergency or public safety notifications made by authorized University personnel.
   4. Electronic Reader Board: a digital screen used to display visually compelling messages, advertisements, and other information.

* 1. Affiliated Entity: organizations, such as the SDSU Foundation, whose legal purpose includes support of the University and its activities, organizations that have been authorized by the University to use its name and marks, as well as the State of South Dakota and its political subdivisions, and their instrumentalities.
  2. Chalking: the use of water-soluble chalk on concrete sidewalks on campus by an Officially Recognized Organization in order to convey a noncommercial expression.

1. Policy  
   1. Information Exchange, or its successor unit, is responsible for authorizing campus-wide posting on the designated posting boards and Electronic Reader Boards.
   2. University Marketing and Communications is responsible for establishing and maintaining the branding and communications standards for displays at the University.
   3. Approved Posters will be stamped by Information Exchange. Unapproved Posters will be removed by Facilities and Services personnel. Information Exchange’s stamp does not constitute University endorsement or approval of the speech, expression, or actions of the Officially Recognized Organization and/or event depicted on the Poster.
   4. All postings, posting boards, signage, Electronic Reader Boards and similar designated posting are subject to the requirements of University Policy \_\_\_\_ and SDBOR Policy 1.7.6 Communications and Branding, and other applicable policies, procedures, laws, and regulations.
   5. Posters submitted to Information Exchange for approval must meet the following criteria:
      1. Depict a specific event or service that is to be held on a definite date or during a specified timeframe to not exceed the duration of one academic semester;
      2. The depicted event or service must be open to the University community;
      3. The event or service depicted must relate to the purpose of, and be sponsored by, an Officially Recognized Organization;
      4. The Officially Recognized Organization(s) sponsoring the event or service must be clearly and prominently displayed;
      5. For Registered Student Organization events or services, the following statement must be included on all Posters: “South Dakota State University is not a sponsor of this event. Registered student organizations have the ability to sponsor lawful events, which are governed by SDBOR Policies, University Policy and SDCL 13-53-52.”
      6. The Poster’s size cannot exceed 12 inches by 18 inches (12” x 18”); and
      7. The following is prohibited:
         1. Promotion of alcohol in a manner that violates SDBOR and University policies regarding advertisements by alcohol-related businesses and alcoholic beverages, including University Policy 9:1;
         2. Promotion of an event that violates SDBOR and University policies regarding advertising of events where alcoholic beverages will be provided, including SDBOR Policy 4.7.1;
         3. Promotion of other unauthorized or illegal drug use, or other illegal activity;
         4. Use of obscene words, images, or concepts, including explicit sexual material, or any other speech not protected by the First Amendment;
         5. Use of vulgar or lewd content;
         6. Advertisements that compete with Dining Services or the University Bookstore; and
         7. University marks or other intellectual property, unless the Poster meets the applicable University *Graphic Identity Standards*, *University Brand Toolbox*, or other guidelines, or succeeding authority.
   6. A Poster approved by Information Exchange may not be enlarged or altered after receiving approval from Information Exchange.
   7. Posters may only be displayed on designated bulletin boards and electronic reader boards in non-residence halls. Only one Poster per board is allowed. The *Approved Non-Residence Hall Posting Locations* document contains a listing of approved posting locations on campus. Posters hung outside of designated boards, and any additional Posters hung on designated boards, will be removed as provided above.
   8. In order to display Posters in Residential Life-controlled buildings, the Poster must receive the authorizing stamp from Information Exchange and the approval of the Office of Housing and Residential Life (“Residential Life”), or its successor. Individuals shall refer to the *Residential Life Handbook* requirements to display Posters in Residential Life-controlled buildings.
      1. This policy does not apply to materials that may be left on a table in each residential hall lobby or placed in student mailboxes. Such materials must comply with the policies contained in the *Residential Life Handbook* and SDBOR/University policies.
   9. Any content on Posters related to upcoming elections must comply with all laws regulated by the United States Federal Election Commission and the South Dakota Secretary of State’s Office.
   10. The Organization that hung the Posters or sponsored the event or service depicted on the Posters must take them down immediately after the event or service ends. Failure to remove the Posters within five (5) days of the end of the event or service will result in the Posters removal by University personnel as provided above. Electronic reader board postings will be removed immediately after the event or service ends.
   11. Overwriting, erasing, defacing, or altering an authorized Poster of an Officially Recognized Organization is prohibited.
   12. The Officially Recognized Organization must provide a contact for answering questions about accessibility for individuals with disabilities and for receiving questions about accommodations for any University-sponsored or University-endorsed event open to the public. The Organization must designate this contact, including their contact information, in a statement on all Posters. The Organization shall use the accessibility accommodation statement in University Policy 5:14 as a template. The University may also publish general accessibility accommodation statements on bulletin boards and on electronic reader boards, but this does not eliminate an Officially Recognized Organization’s responsibilities to meet accessibility requirements for the event or service being promoted.
   13. Failure to adhere to this policy may result in the entity’s temporary suspension of posting privileges by Information Exchange, and/or referral to the appropriate body for other disciplinary actions should the violation constitute a breach of any of SDBOR Policies 3.4.1, 4.1.1, 4.3.1, and 4.4.8; University Policy 3:1; and other applicable policies.
   14. Information Exchange’s approval or disapproval of Posters will not be based on the ideological, political, or religious beliefs of the Officially Recognized Organization. The University may not discriminate against any Officially Recognized Organization based on the content or viewpoint of their expressive activity.
   15. Chalking, as strictly defined, is permitted only on concrete sidewalks owned and maintained by the University at least twenty (20) feet from the entrance to any building.
       1. Spray chalk, semi-permanent, or permanent materials or paints are prohibited.
       2. The name of the Officially Recognized Organization must be legibly depicted on the Chalking.
       3. The Chalking cannot depict those themes prohibited in subpart 3.d.v. above.
       4. Chalking must be removed immediately after the event or service depicted has occurred.
       5. The University will clean or remove any Chalking that violates this policy or that exists after the event or service depicted on the Chalking has occurred.
       6. The University reserves the right to assess any financial charges associated with the cleaning or removal of Chalking done in violation of this policy to the person(s) or group(s) responsible for the Chalking.
       7. Overwriting, erasing, defacing, or altering the Chalking of another Officially Recognized Organization is prohibited.
2. Procedures  
   1. No less than ten (10) and no more than thirty (30) calendar days prior to the event or service, an Officially Recognized Organization shall submit to Information Exchange all true and correct copies of the Posters they intend to display, including those displayed on electronic reader boards.
   2. Within five (5) working days of receipt of the submission, Information Exchange will review the Poster’s adherence to the criteria outlined in part 3.c. above and, if met, shall place a stamp in the lower left corner of each Poster. Information Exchange shall electronically scan a copy of the stamped Poster and retain it in its records in accordance with the SDBOR Records Retention Manual.
      1. Information Exchange will consult the Director of University Marketing and Communications for a determination on compliance with *Graphic Identity Standards* and the *University Brand Toolbox*.
   3. If the Officially Recognized Organization’s Poster submission requests to display the Poster in Residential Life-controlled buildings, Information Exchange will forward the approved Poster to Residential Life.

* 1. Within three (3) working days of receipt Residential Life will approve or reject the request.
  2. Information Exchange, or Residential Life, shall provide a written rejection and any suggestions for compliance, to the Officially Recognized Organization’s contact provided to Information Exchange.
  3. The decision of Information Exchange may be appealed to the Assistant VP for Student Life, or successor, within five (5) calendar days of the receipt of the written rejection. The decision of Residential Life may be appealed to the Director of Housing and Residential Life, or successor, within five (5) calendar days of the receipt of the written rejection.
  4. Any appeal must contain the contact email for the Officially Recognized Organization, the written rejection, and state specific facts that, if proven, would demonstrate that either the denial was based upon an incorrect assessment of material fact, or the denial involved a misinterpretation, misapplication or violation of the requirements of applicable law or SDBOR/University policy. The Assistant VP for Student Life or Director of Housing and Residential Life, successor, or designee will respond to such appeals via email within two (2) working days after receipt and will be final.

1. Responsible Administrator

The Vice President for Student Affairs and Enrollment Management, or designee is responsible for the annual and ad hoc review of this policy and its procedures. The University President is responsible for approval of this policy.

SOURCE: Approved by President on 10/03/2019. Revised; Approved by President on 2/25/2020.Revised; Approved by President on .