

6.9 Posting and Sign Policy

Policy Overview

This policy provides guidelines for the permitted use and placement of banners, posters, and related signage on campus. As a public college, CLC reserves the right to impose policies for the distribution of content on College property. These policies are designed to uphold the institution's values, non-discrimination and anti-harassment policies, and educational objectives.

All faculty, staff, students, and community members must comply with this policy. Violations of this policy may result in appropriate disciplinary action as outlined in College policies.

Permission to post materials, whether physical or digital, does not imply endorsement, sponsorship, or support by the College.

Policy Statements

1. **Ensure Campus Aesthetics and Professionalism**
A clear policy helps maintain a visually appealing and professional environment. Unregulated postings can lead to clutter, property damage, and a perception of disorganization, thereby negatively affecting the College's image with prospective students, donors, and visitors.
2. **Prevent Misinformation and Offensive Content**
Without oversight, signs could contain inaccurate, misleading, or inappropriate content. A review process helps ensure that posted materials align with the College's values, are factually correct, and do not promote hate speech, discrimination, or harassment.
3. **Support Safety and Accessibility**
Improperly placed signs can block exits, obscure safety signage, or create tripping hazards. A policy ensures that postings comply with ADA guidelines and fire codes, protecting the safety of all campus users.
4. **Encourage Sustainability**
A policy can promote the use of recyclable materials, limit the duration of postings, and reduce waste. This aligns with many colleges' sustainability goals and environmental commitments.
5. **Streamline Communication**
By designating specific bulletin boards or digital signage systems, the College can centralize communication, making it easier for students and staff to find relevant information without being overwhelmed.

6. Legal and Liability Considerations

A policy helps the College avoid legal issues related to freedom of speech, property damage, or defamation. It provides a framework for resolving disputes and ensures compliance with local, state, and federal laws.

Policy

General Posting Rules

Only designated general-purpose bulletin boards may be used for posting flyers. Posters or flyers may not be placed on interior or exterior walls, floors, doors, windows (including sills), furniture, railings, sidewalks, monitors/screens, or public art. Using masking tape, paste, glue, spray adhesives, nails, heavy gauge staples, or other metal fasteners for posting is prohibited.

For the purposes of this policy, "postings" are defined as flyers, banners, posters, signs/signage, notices, advertisements, brochures, postcards, or other collateral material, of any kind or format, that display information in any manner or form.

All posters/flyers on College-approved bulletin boards must be no larger than 11x17 and follow the guidelines below:

Campus Event:

- The posting must include the event name, date, time, place, price (if applicable), and the sponsoring office/club. A contact person's name, phone number, and/or email address is helpful, but not required.
- Postings must not appear more than three weeks before the event.
- The sponsoring office or club must remove postings from campus bulletin boards within two business days of the event.

Campus Resource (all non-event postings):

- The posting must include the sponsoring office/club and the posting origination date. A contact person's name, phone number, and/or email address is helpful, but not required.
- Postings expire three weeks after the posting origination date and should be removed by the office/club within 2 days of the end of that period.

Posting Maintenance:

- Postings must be attached only by push pins to bulletin boards (no staples, tacks, tape, or glue).
- A student worker or staff member from the Marketing and Public Relations Office will remove outdated or noncompliant postings.

- Limit one unique flyer per bulletin board/designated area.
- Postings must stay within the physical boundaries of the bulletin board. No hanging over the sides. No covering up other postings.
- Marketing and Public Relations staff will be responsible for monitoring and removing postings from approved or non-approved areas.

Policy Content and Restrictions

Unauthorized postings displayed on the interior or exterior of College buildings are strictly prohibited. Postings that are placed or displayed without permission on College property will be removed without notice.

All posted materials must support the values and educational mission of Central Lakes College and must not violate any college policies, including, without limitation, Student Code of Conduct and MinnState Code of Conduct policies, or any local, state, or federal laws, regulations, or guidelines.

Violation of the Posting Policy may result in loss of posting privileges. A member of the college community who believes that a particular posting on campus violates this policy should contact the Marketing and Public Relations Office.

Posting Process Exceptions

- Campus closings and emergencies, as posted by Maintenance and Campus Safety and Security, are permissible on external/interior surfaces as the situation warrants;
- Course or meeting cancellations/changes and academic information may be posted on the door of the classroom(s) or meeting room.
- Temporary Directional/Event signs may be posted to facilitate access/egress. Contact the Marketing and Public Relations for approval. Temporary directions must be removed immediately afterward.
- Employees may post content on their office doors if it complies with the college rules and policies noted under policy content and restrictions.

Community/Members of the Public

- Community members may post with the approval of the Marketing and Public Relations Office and post only on the designated community bulletin board(s).
- All postings by non-college groups, members of the public, organizations, and businesses must comply with all posting guidelines set out in this policy.

Academic Program and Student Life/Senate Postings

- Academic Departments/Programs and College Department bulletin boards should be clearly identified. Postings shall provide information relevant to the department/program's discipline and shall be monitored by the department/program. Dated materials should be removed (e.g., at the end of the semester).
- Student Life/Senate bulletin boards should be clearly identified. Postings must follow the College's content guidelines. The Student Life Director monitors these boards. Dated materials should be removed (e.g., at the end of the semester).

Campus Events/Accessibility

Event postings must include an accessibility statement to ensure that events and opportunities are welcoming and inclusive for all members of the CLC Community.

Digital Signage

Digital monitors are encouraged as a tool to promote events and information on campus. They are for campus use only, not for community postings. All content must still follow the College's posting rules. Using these monitors is strongly encouraged as a more sustainable option than paper posters on bulletin boards.

Posting Violation

- Any person/club/office/organization that blatantly or repeatedly disregards the above-mentioned posting procedures will be subject to the following:
- Student or Student Club: reported to the Dean of Students for violation of the student code of conduct.
- Employee: Reported to their supervisor with an explanation of the issue and the campus posting procedure.

Free Standing Signage and Displays

Free-standing signs and displays for public areas must be approved by the Marketing and Public Relations Office before creation and placement. Academic displays at or near classrooms/labs do not need approval.

Permanent Signage Mounted to Campus Buildings or Property

Interior/exterior signage on walls, windows, and doors (non-office) must be approved, installed, and maintained in accordance with the College's facilities and branding standards. Only authorized departments may place permanent signage to ensure consistency, accessibility, safety, and aesthetic quality across campus. Unauthorized installation, alteration, or removal of

permanent signs is prohibited. All permanent signage requires approval by the Administration as recommended by the Marketing and Public Relations Office.

Appeals to Posting and Sign Policy

Disputes/concerns or appeals for exceptions related to the campus posting policy shall be brought to the Director of Marketing and Public Relations. The Director of Marketing and Public Relations shall adjudicate all posting and signage requests not covered by this policy. Cases that are unresolved through this process will be brought to the CLC Executive Team for final action.

Date of implementation/Presidential Approval: 1/1/ 2015

Date of last review: 5/1/2026