
**LAKE-SUMTER STATE COLLEGE
ADMINISTRATIVE PROCEDURE**

TITLE: POSTING AND DISTRIBUTION OF PRINT AND DIGITAL INFORMATION

NUMBER: PRO 4-20

REFERENCES: Admin Pro 2-26 (Free Expression), Admin Pro 7-01 (College Events)

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I. PURPOSE

Lake-Sumter State College has developed a set of guidelines to govern the distribution of print and digital information, the use of bulletin boards, electronic marquees, public information monitors, hosting information tables, and the purchase of student organization apparel. These guidelines are intended to facilitate greater college community engagement and better communication of College events, keep the College's facilities safe and in good condition, ensure consistency with College standards for publications, and comply with relevant College procedures and Florida statutes. Nothing in this procedure shall prohibit the distribution of materials in outdoor areas of general access as described in Administrative PRO 2-26 (Free Expression).

II. RESPONSIBILITY

Oversight for posting and distribution of print and digital information is under the supervision of the Vice President of Enrollment and Student Affairs.

III. GENERAL GUIDELINES

- a. Posting, distributing or otherwise affixing printed material or other items on vehicles parked in College parking areas is prohibited with the exception of LSSC Security.
- b. Approved publications may be distributed from bins or racks only in designated areas.
- c. Items posted in an unapproved area or without an approved stamp (in an approved area) will be immediately removed.
- d. The posting or distribution of commercial materials is restricted to specific locations on each respective campus. The College representative will communicate these locations upon approval.
- e. Posting/distributing notices in a manner contrary to this procedure may result in the removal of the material and/or the person responsible for unauthorized posting/distributing to be trespassed from College property.

- f. Solicitation and posting/distribution of commercial materials must not disrupt classroom or general campus life.
- g. Solicitors must not obstruct vehicular, bicycle, pedestrian, or other traffic pathways.
- h. Solicitors must not obstruct or impede on any entrances or exits to buildings, driveways, parking lots, or vehicular paths.
- i. The College's name, marks, logos, insignias, seals, colors, designs and symbols will not be used in joint advertising without the permission of the Marketing Department.
- j. Product or service sales are not permitted on campus without the prior, express, and written permission of the appropriate College designee.
- k. The College reserves the right to enter into agreements with commercial entities in support of college events and services. Co-sponsored activities will be considered official College functions.
- l. All print and digital materials must be in good taste and refrain from including sexually explicit pictures or photographs; statements, symbols, depictions or references to alcohol or drugs, foul or abusive language; and any other offensive material that may be interpreted as contrary to the College's values and standards.
- m. Any person who observes inappropriate activity relevant to this procedure should report it to the Office of Student Life, the Marketing Department, or LSSC Security.
- n. All approved requests must adhere to all other College procedures.

IV. **APPLICABILITY**

This policy applies to forward facing publicity that directly targets students or the outside community and is intended to be posted on bulletin boards/social media/digital areas.

V. **PRINT AND DIGITAL MATERIALS FOR POSTING**

All print materials must be approved by the Office of Student Life (clubs/organizations/outside requestors) or the Marketing Department (Departments/Programs) prior to posting anywhere on campus or online. Print materials may only be placed on designated bulletin boards or other approved locations once approved and stamped by the Office of Student Life (clubs/organizations/outside requestors) or Marketing Department (Departments/Programs).

Digital materials may be posted in designated areas (Canvas, email, Social Media, etc.) with permission of the Marketing Department.

College-sponsored organizations, programs and departments should create materials that include event basics (who, what, where, & when), follow established college branding standards, adhere to trademark regulations, and include the name and contact information of the sponsoring organization, program, or department.

VI. SEEKING APPROVAL TO POST PRINT MATERIALS

- a. College-sponsored groups, programs, and departments:
 1. All College departments/programs are encouraged to work with the Marketing Department when creating print and digital content.
 2. All print and digital marketing materials directed at students or the external community with the purpose of being posted on campus or online posted on campus or online must be approved by the Office of Student Life (clubs/organizations/outside requestors) or the Marketing Department (Departments/Programs) prior to posting.
 3. Once approved, all print materials will be stamped and will indicate the end posting date.
 4. Events must also be reserved in the College's online space reservation system prior to approval.
 5. All print and digital marketing targeted at employees/specific academic classes does not require approval but is encouraged to follow the same criteria as stamped marketing:
 - i. Materials include event basics (who, what, where, & when), follow established college branding standards, adhere to trademark regulations, and include the name and contact information of the sponsoring organization, program, or department.
- b. Non-college-sponsored persons and organizations:
 1. All requests for posting/distribution of notices including, but not limited to, commercial advertising, notices, flyers, publications, or other forms of communication intended for students or for a general audience (both students and employees) must be submitted to the Office of Student Life for approval prior to posting on the designated Community Bulletin Boards on all campuses.
 2. All requests for solicitation, posting/distribution of notices including, but not limited to, commercial advertising, notices, flyers, publications or other forms of communication intended exclusively for employees must be submitted to the Human Resources Office for approval prior to posting on campus property.
 3. Office of Student Life and Marketing Department staff may recommend edits to posting requests or may deny posting requests.
 4. Once approved, all print materials will be stamped and will indicate the end posting date.

VII. BULLETIN BOARDS

The majority of campus bulletin boards are reserved for promoting College-related activities. College-sponsored groups and departments/programs may post materials on bulletin boards with approval from the Office of Student Life (clubs/organizations/outside requestors) or the Marketing Department (Departments/Programs). Posters will be granted an approved posting time of up to one month. Events must be reserved in the College's online space reservation system prior to approval. The Student Life and/or Marketing staff may provide guidance as to the preferred size and number of materials to be displayed for special college-sponsored activities.

The College offers limited open display areas for materials from non-college-sponsored persons, organizations, causes, or functions, commercial solicitation, items for sale, and roommate solicitations. These postings may only be posted on designated Community Bulletin Boards on each campus. These materials must adhere to the General Guidelines outlined in this procedure and do not need to be approved by a College designee prior to posting. No display should remain posted for a period of longer than one month. Designated Community Bulletin Boards are located at the Leesburg and South Lake campuses and the Sumter Center. Community Bulletin Boards are marked and are managed by the Office of Student Life and the Marketing Department.

VIII. PRINT PUBLICITY MATERIAL POSTING GUIDELINES

The College defines "print publicity" as any form of printed material — with no regard to size, shape or content that is displayed in a public area on college property. College signage is not included in this category:

- a. When placing posters on bulletin boards, use thumb tacks or staples.
- b. Only one poster/flyer regarding any one event is allowed on each designated bulletin board.
- c. Materials placed in designated for bins and racks must receive prior approval from the Marketing Department.
- d. Posters and flyers may not be placed over any existing materials on bulletin boards.
- e. Posters and flyers are not permitted in the following locations at any time:
 1. Building Doors;
 2. Bathroom partitions and mirrors;
 3. Windows;
 4. Light or electrical fixtures, including outdoor light poles;
 5. Fire alarm boxes and emergency equipment;
 6. Outdoor campus signage;
 7. Trash receptacles;
 8. Elevator interiors & exteriors;
 9. Interior walls.
- f. The posting organization, department or individual, is responsible for removing all posters and flyers within 24 hours of the conclusion of the publicized event.

- g. Students, faculty and staff should not remove posters or flyers unless the publicized event has already occurred or the poster is in clear violation of this procedure.
- h. College departments and programs may place printed signage on doors in a manner that does not create a safety concern or block view through a window or glass pane.
- i. Exempted from these guidelines: Any communication approved by the College's Emergency Management Team or Campus Safety, any communication related to campus closure, or any special communication approved by a member of Cabinet in exigent circumstances.

IX. CAMPUS ELECTRONIC MARQUEES

The Office of Student Life on each campus is responsible for managing announcements on the campus marquee. Requests for announcements must be submitted to the Office of Student Life in accordance with established procedures.

X. PUBLIC INFORMATION MONITORS WITHIN COLLEGE BUILDINGS

Public information monitors on all campuses are managed by the Marketing Department. Requests for announcements must be submitted to the Marketing Department in accordance with established procedures.

XI. POSTING DIGITAL INFORMATION ON CANVAS

Announcements on all campuses are managed by the Marketing Department. Requests for announcements must be submitted to the Marketing Department in accordance with established procedures.

XII. INFORMATION TABLES

a. Student Clubs and Organizations

Recognized student clubs and organizations may host information tables on all campuses through the established College events procedure (ADMIN PRO #). The College Events staff will assign the space to be used. The organization must have a representative as a host at the table and the table must be manned throughout the reserved time. Materials must be displayed on or behind the assigned tables. Audiovisual recording and amplified sound is permitted at information tables and within sound limits that will not disrupt normal College operations. The club or organization should request college-owned tables and chairs when placing the reservation through the College Events staff.

b. Student Clubs and Organizations partnering with non-college sponsored organizations
College sponsored student organizations and college offices may partner with outside organizations to host information tables through the established College events procedure (ADMIN PRO #). The College Events staff will assign the space to be used. The College-sponsored organization must have a representative at the table at all times and the table must be manned throughout the reserved time. Materials must be displayed on and behind

the assigned tables. Audiovisual recording and amplified sound is permitted at information tables and within sound limits that will not disrupt normal College operations. The club or organization should request college-owned tables and chairs when placing the reservation through the College Events staff.

c. Non-college sponsored organizations

Non-college-sponsored groups may request to host information tables on all college campuses through the established College Events procedure (ADMIN PRO#). The College Events staff will assign the space to be used. The organization must have a representative as a host at the table and the table must be manned throughout the reserved time. Materials must be displayed on and behind the assigned tables. Audiovisual recording and amplified sound is permitted at information tables and within sound limits that will not disrupt normal College operations. Non-college-sponsored groups may not bring their own tables and chairs onto campus property. The organization should request college-owned tables and chairs when placing the reservation through the College Events staff.

XIII. STUDENT ORGANIZATION APPAREL PURCHASES

All College sponsored student organization apparel must be approved through the Office of Student Life and the Marketing Department. Only Student Government Association (SGA) recognized student organizations in good standing may request apparel. Student organizations must follow established College branding standards, may not violate trademarks, and both the organization name and the college name or logo must appear on the apparel.