



## CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS ADMINISTRATIVE POLICY MANUAL

**Communications & Marketing** Policy Number:  
Approved By: Effective Date:  
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### Policy on Posting of Signage and Materials on External Spaces within the Campus Community

#### PURPOSE:

The purpose of this policy is to establish guidelines for posting of materials on external spaces of University buildings and areas of the campus, which will allow for the promotion of ideas and events, appropriate to the campus community. This policy is to ensure that the maintenance and appearance of the external campus environment is preserved and kept uncluttered by excessive signage, banners, fliers and other materials that may visually impair the look of the campus, and to ensure University graphic and style standards are consistently maintained, ~~as well as to avoid content that may offend members of the campus community and visitors to the campus.~~

This policy does not supersede any provision of any Collective Bargaining Agreement.

#### BACKGROUND:

This policy ~~is to serve~~ as a companion piece to the University's Policy on Posting of Signage and Materials in Internal Spaces within the Campus Community, Distribution of Written Materials, <http://policy.csuci.edu/SA/07/SA.07.003.htm> which focuses on internal signage and distribution of material, <http://policy.csuci.edu/SA/07/SA.07.007.htm>, and the Policy on Solicitation, Public Meetings, Performances, Rallies and Similar Events, <http://policy.csuci.edu/SA> whatever else here.

The intent of this policy is to address temporary external postings. Permanent fixtures such as way-~~finding-finding~~ signage and official University building signage is developed by the Associate Vice President of Operations, Planning ~~&and~~ Construction, in consultation with appropriate University administrators. The same procedure applies to long-term temporary signs in exterior locations, such as signs posted for University construction projects.

~~Public safety~~Security alerts and public information notifications issued by either campus Police & Parking Services ~~Public Safety~~ or the office of Communications ~~&and~~ Marketing during times of potential or current emergencies are exempt from this policy.

#### POLICY:

**Accountability:**



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Director of Communications & Marketing ~~and the~~ ~~and the~~ Associate Vice President ~~of~~ Operations,  
Planning & Construction, ~~and the Chief of Police.~~

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#### Applicability:

All CSUCI students, faculty, staff, students, non-academic functions, University auxiliary groups, lessees, auxiliary groups, and as well as external University constituencies, including members of the public holding events or activities on the campus, including members of the public at large such as those holding events or activities on the campus.

#### Definitions:

*CSUCI Student*—a student currently enrolled at CSUCI during the spring or fall semester, the recess period between semesters, summer period, or one who has completed the immediately preceding term and is eligible for re-enrollment. This also includes non-matriculated (i.e. Open University, Osher students and prospective, intent to enroll students).

#### Text:

To ensure materials posted in external locations are appropriate in content, do not cause damage to buildings or grounds, nor impair safe visibility for drivers, pedestrians, or persons with disabilities, requests will be approved in advance by the Director of Communication & Marketing or designee.

It is the policy of California State University Channel Islands to preserve and maintain the beauty of the campus. To ensure materials posted are appropriate in content and not geographically offensive or destructive in nature, all materials to be posted in external locations throughout the campus, as well as the dates and times the materials are authorized for display, will be approved in advance by the Director of Communications and Marketing or a designee. Publicity to be posted in a language other than English must also contain an English translation.

External locations include any location along the entry roads and all entrances to the University, including the large vertical monument signs, the kiosk or banner displays at the entryway along University Drive ~~and the kiosk displays~~.

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This policy also applies to the posting of posters, banners, or signage throughout exterior spaces of University buildings and ~~groundsthe campus community. Appearance and construction of any external University signage must appear professional and adhere to the University's graphic standards.~~

Exceptions to the policy include student housing facilities and the exterior of campus recreational facilities, both of which will be governed by the Vice President for Student Affairs or ~~his/her~~ designee. The Town Center and residential area within University Glen shall be governed by the University Glen Corporation.

~~Appearance and construction of any external University signage must appear professional and adhere to the University's graphic standards.~~

Postings on the exterior of University buildings or grounds:

The Communication & Marketing office shall approve all temporary postings on the exterior of University buildings or grounds, and forward approved requests to Operations, Planning & Construction for a work order request if required for signage installation. The requestor is responsible for all production and sign installation costs.

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~~Postings at the kiosk near Lewis Road and Lewis Road and University Drive, or banner display area near University Drive and kiosk or the Santa-Santa Barbara Avenue and University Drive Banner Display;~~

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~~These locations are designated to publicize official University events and activities targeted to a large external or campus audience. The Communication & Marketing office shall approve all postings at these locations and forward approved requests to Operations, Planning & Construction for a work order request if needed for installing signage installation. The requestor is responsible for all production and sign installation costs for all signage.~~

~~Postings of signs in the kiosk display area or on the exterior of University buildings shall be requested through s~~

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~~The Communications & Marketing office shall approve all temporary postings on the exterior of University buildings and forward approved requests to Operations, Planning & Construction for a work order request for installing signage. The requestor is responsible for all production and installation costs official work order requests to the office of Operations, Planning and Construction, with fees for installing signage to be paid by the requesting area/division.~~

### Special Event Signage:

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~~Requests for temporary vehicle and/or pedestrian directional signage for special events should be submitted to is produced and placed for a fee by Police & Parking Services for posting. Production requests for event signage must be submitted to Police & Parking Services no later than 48 hours prior to the event. Police & Parking Services is responsible for removing all temporary vehicle and/or pedestrian directional signage following the event. The requestor is responsible for all costs associated with producing or placement of signage.~~



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### Policy on Posting of Signage and Materials on External Spaces within the Campus Community

~~Removal of Signage: University officials may remove and dispose of any materials posted on the University campus which do not comply with the established policy. All signage must be removed within 48 hours following the event at the expense of the posting party. The posting party will also be responsible for the cost of any damages that may occur as a result of improper posting.~~

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#### Student Campaigns:

~~Campaigns run by students for the purpose of elections for student leadership offices or to lobby for various campus issues, will fall under the supervision of the Vice President for Student Affairs or his/her designee. The Vice President for Student Affairs He/She is responsible for informing all student clubs and students participating in activities such as student elections, of the policy governing posting signage throughout the campus community.~~

~~The posting of materials using items such as ground stakes ~~or~~ chalk on sidewalks are approved on a case-by-case basis as deemed appropriate by the Vice President for Student Affairs or his/her designee, in consultation with the Director of Communications & Marketing or her/his designee as needed. The requestor is responsible for damages as a result of ground stakes, the clean-up of chalk used on sidewalks, or costs incurred by Operations, Planning & Construction for repairs or clean-up.~~



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~~NonPosting Restricted-Posting Areas:~~

~~Postings will not be. There will be no approved postings for in the following campus locations:~~

~~Benches  
Building dDoors, windows, balconies or railings  
Benches  
Building or Hall Lobbies  
Exterior of campus signs or kiosks  
Fountains or sculptures  
Newspaper or magazine racks  
Sidewalk railings  
Windows  
Traffic mirrors or control signsMirrors  
Trash or recycling receptacles  
Trees or planted garden areas  
Vehicles (other than authorized leaflets see handbills and circulars)  
Fountains/sculptures  
Exterior of entrance signage or kiosks  
Railings  
Traffic Control Signs  
Planted garden areas  
Newspaper/magazine racks~~

Postings will also not be permitted in any location or manner~~location~~ that may impair safe visibility for drivers, pedestrians, or persons with disabilities.



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### Removal of Signage:

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University officials may remove and dispose of any materials posted on the University campus which do not comply with the established policy.

Parking Event Signage: Temporary directional signage for events is placed by staff members in the Transportation and Parking office. Every effort should be made to assure the signage, whether provided by the requestor or the Parking office, is large enough to be seen by the driver, while not impairing the site lines or creating congestion for other drivers.

Handbills and Circulars: Distribution of handbills and circulars that do not contain commercial advertising may be permitted with prior approval of content and timelines by either the Vice President for Student Affairs or his/her designee or the Director of Communications and Marketing or her/his designee.

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Kiosk: The kiosk located along University Drive near the campus entrance is designated to publicize official campus events and activities targeted to a large external or campus audience.

Further details on posting may be found in Posting Guidelines on the University Web Site [www.esuci.edu](http://www.esuci.edu).

### **EXHIBITS:**

SA.07.0073 - Policy on Distribution of Written Materials Posting of Signage and Materials in Internal Spaces within the Campus Community (add other policy here).

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