

Carthage College

Student Organization Marketing & Promotion Policy

Carthage College encourages student groups and organizations to hold events and activities on campus. When promoting and marketing their events and activities, all students, student groups, student organizations must adhere to the policies outlined in this document.

ALL MATERIALS MUST BE APPROVED BEFORE BEING PRINTED OR PRODUCED, POSTED, SHARED, AND DISTRIBUTED.

The Carthage College Division of Student Affairs reviews and approves promotional materials for activities and events hosted by students, student groups, and student organizations. Promotional materials include but are not limited to: posters, flyers, banners, tear sheets, table tents, etc. Any promotional material to be posted or distributed on campus must be approved and stamped in the Division of Student Affairs central office (Suite 100 of the Todd Wehr Center).

Announcements for The Bridge, Carthage website, and/or online calendar must be submitted at www.carthage.edu/bridge/submit for review by the Office of Marketing and Communications.

Approved materials may ONLY be posted in pre-approved campus locations noted in this policy (see “Approved Posting Locations for Posters” table on last page of policy). Campus posting locations are maintained primarily to promote events and campus announcements. These sites are not intended to be discussion or opinion forums.

The Division of Student Affairs and the Office of Marketing and Communications reserve the right to limit or refuse any material for posting and to remove any material promoting an unapproved event or containing messages considered inappropriate, offensive, or inflammatory.

CONTENT

All marketing and promotional materials must clearly display the following information:

- Title of event, program, or service.
- Date, time, and location of event, program, or service, if applicable.
- Name of the sponsoring organization and/or department.
- Contact information (email and/or phone number).
- The design of the poster must include a corner free of ink color for the approval stamp (2 inch by 2 inch square).
- All materials written in a foreign language must include the equivalent English translation.

All promotional materials must abide by the following guidelines:

- Any event or activity being promoted on campus must be open to all students.
- Promotional materials may not display words or images representing alcoholic beverages, drugs, or related paraphernalia.
- Promotional materials may not be sexually explicit or implicit.
- Promotional materials may not display profanity or inappropriate language.
- Promotional materials may not display a threat or constitute harassment.
- Promotional materials may not depict acts of violence, weapons, or excess gore.
- Promotional materials may not include material that infringes upon trademark or copyright.
- Promotional materials may not defame a specific individual or group, display a genuine threat or constitute harassment, or invade privacy or confidentiality of an individual or group.
- Promotional materials should be culturally inclusive and respect all individuals' dignity.
- Organizations advertising an on-campus activity are not permitted to advertise events off campus without the approval of the Division of Student Affairs and Office of Marketing and Communications.

TYPES OF MARKETING AND PROMOTIONAL MATERIALS ELIGIBLE FOR APPROVAL

Must be approved and stamped before posting/distributing:

- Printed items no larger than 11 inches by 17 inches.
- Table tents or other forms of advertising to be placed in the dining halls must be stamped by the Division of Student Affairs and be approved by the Food Service on-site manager.
- Banners no more than 5 feet in length created in the Student Organization Resource Center.
- Note: Any items posted on the cafeteria stairwell or in approved building walls/door locations must be hung with sticky tack or painter's tape as other items will remove paint from the banister.

Must receive written approval before posting/distributing:

- Electronic messages via The Harbor, The Bridge, and online Carthage.
- Electronic posters/slides to be displayed on digital screens located in the Tower, the Todd Wehr Center, and the Campbell Student Union.
- Sidewalk chalking.
- Novelty items sold or given away.
- Temporary lawn displays.

All materials that cannot be physically stamped must still be approved and conform to the posting policy. Unique and creative ideas or questions may be directed to the Office of Student Involvement.

SUBMISSION PROCEDURE AND REVIEW PROCESS FOR STUDENT ORGANIZATIONS

1) Submit promotional material for approval

Student organizations may upload items digitally through their organization specific portal on The Harbor (<https://harbor.carthage.edu>) using the Event Registration form. If an organization wishes to submit general promotional materials for approval (not promotion for a specific program or event), they should utilize the Event Registration

form but indicate “invited users only” in the event details section of the form. This will prevent the request from appearing as an event on the Harbor Events main page, yet will include it in the queue for review by Student Involvement staff.

Allow at least two full business days for review

- 2) Take all final reviewed copies to the Division of Student Affairs to be stamped. Organizations are responsible for stamping each item. All materials must contain an original approval stamp.
- 3) Post materials in approved posting locations.
- 4) Remove materials within three (3) days after the event has taken place.
- 5) Bridge submissions: Student organizations may submit news and events to The Bridge at www.carthage.edu/bridge/submit. All Bridge submissions by students are approved by the Office of Marketing and Communications.

POLICY ENFORCEMENT

- Postings may not be on glass windows, doors, or walls. Postings should only be on designated bulletin boards.
- Any items posted on the cafeteria stairwell or in approved building walls/door locations must be hung with sticky tack or painter’s tape as other items will remove paint from the banister.
- Removing an authorized posting in an authorized area before the end of the event is an act of vandalism and will be treated as such via the disciplinary system.
- Unsolicited mass emails, unless approved by the Office of Marketing and Communications, are prohibited.
- Postings may not deface College property.
- Distributing flyers, placing materials under residence hall room doors, or posting flyers on automobiles without permission from the Office of Student Involvement is prohibited.
- Any items posted on kiosks or bulletin boards must be hung with thumbtacks or staples.
- Signs must not be attached to sidewalks, trees, light posts, doors, glass, painted surfaces, sides of buildings, trash cans, fences, or any other non-approved posting area. Postings in violation will be removed. The sponsoring group may be charged for any damage done to these areas.
- Any College official may remove a posting that does not adhere to these policies.
- Failure to comply with the posting policy may result in sanctions for individuals or groups including but not limited to removal of posting, written warnings, fines or loss of posting privileges.
- Posting is not permitted on bulletin boards that have been designated for Resident Assistant use.
- Postings should be posted no more than 30 days prior to an event or program. If extended time is needed, please contact the Office of Student Involvement.

CHALKING

- Chalking may be utilized for promotion of events.
- Use only water-soluble chalk. No spray chalk, semi-permanent or permanent materials may be used.
- Chalking is permitted only on concrete and non-brick sidewalks that can be directly washed by rain. The chalking must be on a walkable surface not covered by an overhang.
- Chalking is not permitted on buildings, streets or other outdoor surfaces.
- Overwriting, erasing, defacing, or altering the chalking of another person or organization is prohibited.
- Chalking for event promotion is approved by the Office of Student Involvement through [The Harbor](#).
- Chalking of the approved area may only take place from 8:00 a.m. to 8:00 p.m.

KISSING ROCK USAGE

- The Kissing Rock may be used for event promotion.
- Painting may only occur on the actual Kissing Rock and not on grass, plantings or concrete.
- Organizations and Departments may be charged if damages are incurred.
- Painting of the Kissing Rock may only take place from 6:00am to Midnight.

TEMPORARY LAWN DISPLAYS

- The primary purpose of temporary lawn displays is to give directions, note location of events and activities, or advertise a particular event.
- Displays, messages, and awareness campaigns may use temporary signage. This includes all free-standing publicity (e.g. signs, awareness flags, ground stakes, etc).
- Temporary lawn displays may need to be removed for maintenance or other facilitiesrelated projects.
- Contact Buildings and Grounds Department for approval and reserve lawn space on [Ad Astra](#).

APPROVED POSTING LOCATIONS FOR POSTERS

Residence Hall	Locations	Total # of Posters Needed
Denhart Hall	Basement Each wing North Entrance	11
Johnson Hall	Lobby Basement Each wing	10
Madrigano Family Residence Hall	Lobby Each wing	9
Tarble Hall	Lobby Each wing	10

	South Entrance	
Swenson	Lobby	2
The Oaks	Lobby of each building	6
The Tower	Entry floor lobby	2

Non-Residential Buildings	Locations	Total # of Posters Needed
Todd Wehr Center <i>(Exclusive to outside entities)</i>	Between restrooms Stairwell to the Caf (banners only)	1
Johnson Arts Center	Next to men's restroom (1 st and 2 nd floor)	2
Lentz Hall	Landing of each stairwell	6
Straz Center	South Entrance Basement lounge	2
Clausen Center	None	0
Campbell Student Union	Bulletin board across from Red Zone	1
Hedberg Library	Next to fireplace	1

Unique Locations	Locations	Total # of Posters Needed
Outdoor Kiosk	South of Lentz Hall	1
TWC – Stairwell to the Caf	None – all digital signage	0

Updated December 2021