

Policy on Posting and Signage at SUNY Westchester Community College

Policy Statement

The policy on posting and signage at SUNY Westchester Community College (SUNY WCC) is intended to uphold the College's values related to freedom of expression while ensuring that postings and signage are managed in a manner that is orderly, safe, and compliant with applicable laws and regulations. The policy reflects the College's right to place reasonable restrictions on the time, place, and manner of speech on campus. These restrictions are designed to reduce clutter, assist sponsors in effectively promoting their events, and make information readily accessible to the campus community.

This policy sets forth procedures for the orderly posting, distribution, modification, and removal of print materials (e.g., posters, notices, flyers, announcements) and signage on campus. Individuals, organizations, and groups may display signs, posters, or other displays in designated areas provided that they adhere to this policy. Posted material shall not promote or condone behavior that violates College policies or local, state, or federal law. The form and content of the publicity will not be restricted unless it is libelous, obscene, or incites riot or other unlawful action.

Definitions

- **College Community Members:** Individuals directly affiliated with the College, such as students, faculty, staff, and administrators, as well as groups including registered student clubs and organizations, campus governance units, academic departments, campus departments/offices, and College committees.
- **Unaffiliated Individuals and Organizations:** All other individuals or organizations not directly affiliated with the College. This group may only post on Public Bulletin Boards as defined below.
- **Signs:** Any permanent or temporary physical display (e.g., placards, posted notices, mounted boards) used to convey information, directions, or identification. This includes, but is not limited to, room numbers, door plates, wayfinding signage, and directional signage.
- **Banners:** Large format displays typically made of fabric, vinyl, or similar material, used for announcing events, promotions, or branding. Banners are often hung on walls, across corridors, or on designated stands or posts.
- **Flags:** Vinyl, Cloth or similar material, often tear drop shaped, typically bearing a design, emblem, or logo used to identify or represent a group, organization, or cause. Flags may be displayed indoors or outdoors on poles, stands, or stakes, depending on approval and usage guidelines.

Bulletin Boards and Postings

The College recognizes the right of the College community to post materials expressing opinions or information about upcoming events in designated areas. SUNY WCC has four types of bulletin boards:

1. **Public Bulletin Boards:** Open to College Community Members and Unaffiliated Individuals and Organizations. There are three public boards located in the following areas:
 - a. Student Center, outside the Viking Café.
 - b. College Library, in the Library Lounge.
 - c. Gateway Center, near the Siegel Café.
2. **College Bulletin Boards:** Reserved for posting official College documents and announcements, including those of recognized student clubs and organizations. These boards are open only to College Community Members. Boards not clearly identified are considered College bulletin boards.
3. **Department Bulletin Boards:** Identified, controlled, and maintained by specific College departments or student clubs and organizations. Student clubs and organizations need approval from the Department of Student Involvement. Only materials approved by that department or student group can be posted.
4. **Union Bulletin Boards:** For posting official union documents and announcements.

Posting Rules

Postings are only permitted on designated bulletin boards per the above guidelines and must comply with the following rules:

1. **Sponsorship Identification:** All publicity materials must explicitly state sponsorship, e.g., "Sponsored by [name of department, committee, organization, or individual]."
2. **Anonymous Postings:** Permitted only on Public Bulletin Boards.
3. **Unaffiliated Organizations:** May post promotional materials only on Public Bulletin Boards, which must clearly state the sponsoring organization's name and contact information.
4. **First-Come, First-Served:** Access to posting space is on a first-come, first-served basis. New postings should not cover other current postings.
5. **Timely Removal:** All postings announcing events, meetings, workshops, etc., must include the sponsoring organization's name and contact information and should be removed by the sponsor within 24 hours after the activity.
6. **Material Specifications:** Posted materials should be made of paper or similar medium suitable for bulletin boards. Signs should be 8.5" x 11" or smaller.
7. **Quantity Limit:** No more than one copy of any given material should be attached to a bulletin board.

8. **Regular Maintenance:** College personnel will regularly remove and discard outdated materials from Public Bulletin Boards.
9. **Prohibited Content:** Materials shall not reference the sale, use, or consumption of alcohol or other drugs.
10. **Copyright Compliance:** Materials infringing on copyrighted or trademarked works without "fair use" permission are prohibited.
11. **Prohibited Posting Areas:** Posting is not allowed on surfaces such as buildings, doors, windows, bathrooms, interior walls, elevators, classroom boards, glass surfaces, vehicles, trash receptacles, or building signs.
 - a. **Exception:** Private office doors of faculty, staff, administrators, and student organizations, controlled by the assigned individual or group.
 - b. **Enforcement:** Unauthorized postings may be removed by College representatives.
 - c. **Consequences:** Violators may face disciplinary action and be responsible for removal and restoration costs.

Signage Modification and Removal

There shall be **no modification or removal** of any official SUNY Westchester Community College signage, including but not limited to room numbers, door plates, wayfinding signage, directional signage, and office signs. If you need assistance or wish to request additional signage, please contact the **Facilities Office** or **Strategic Marketing and Communications** with your request.

Approval Process for Indoor Signs, Banners, and Flags

All **signs, banners, and flags** intended for indoor use require approval from either the **Facilities Office** and **Strategic Marketing and Communications**. All signage must be approved by Strategic Marketing and Communications to ensure it remains on brand, is clear and concise, and represents SUNY Westchester Community College appropriately.

Compliance with Codes and Accessibility Standards

All physical signage must comply with **building and fire codes** as well as **accessibility standards** set forth by the **Americans with Disabilities Act (ADA)**.

Use of Temporary Signs for Events

Previously approved signs, banners, and flags created for events or office promotion may be used **temporarily** for events but cannot be permanently used as general marketing materials or wayfinding devices inside buildings.

Outdoor Signage

Outdoor signage not covered elsewhere in this policy is **prohibited** unless otherwise approved by the **Facilities Office** and/or **Strategic Marketing and Communications**.

- **Exception:** Approved lawn signs used for event parking are permitted with prior approval from the Facilities Office and/or Strategic Marketing and Communications.

Distribution of Materials

1. **Hand-to-Hand Distribution:** Restricted to College Community Members and approved third-party individuals. Distribution is permitted only if it does not disrupt College activities or impede traffic flow. Distributors must make reasonable efforts to prevent and clean up materials.
2. **Identification Requirement:** Materials must clearly state the name of the organization or individual responsible.
3. **Prohibited Actions:**
 - a. Door-to-door distribution on College property, including classrooms and private offices.
 - b. Placement of materials on vehicles.
 - c. Leaving materials unattended on surfaces (tables, counters, floors, etc.).
4. **Exception:** Student clubs and organizations may receive advanced approval from the Department of Student Involvement. College departments may receive approval from a designee of the College President. Approved distributions will be announced to the College Community in advance.

Student Club & Organization Posting Policy

Clubs, organizations, services, general programming, major events, and all other student activity fee-funded operations (excluding those funded by the Athletic Department) must submit posters and campus-wide marketing materials for approval before distribution and posting. Refer to the **Club & Organization Policy & Procedure Manual** at www.sunywcc.edu/clubs for complete information.

Outdoor Posting & Chalking

Outdoor posting and chalking on any surface are **strictly prohibited**. The exception is that recognized student clubs and organizations may engage in chalking on paved horizontal surfaces exposed to the elements and not covered by buildings or awnings. Chalking on walls and the use of spray chalk are prohibited.

Violations

Postings that violate this policy will be removed and discarded immediately without notification. Violators may be subject to disciplinary action, legal proceedings, and/or Persona Non-Grata status with the College, as appropriate.

Effective Date: April 16, 2025

Responsible Offices: Facilities Office; Strategic Marketing and Communications; Department of Student Involvement

Contact Information

- **Facilities Office:** Lamont Watson, lamont.watson@sunywcc.edu
- **Strategic Marketing and Communications:** Edward Tatton, Hartford Hall Room 205, ET10@sunywcc.edu, 914-606-8060
- **Department of Student Involvement:** Tiago Machado, Student Center Room 108, tiago.machado@sunywcc.edu, 914-606-6103

Note: This policy supersedes all previous policies related to posting and signage at SUNY Westchester Community College.