

## Policy on Posting of Materials and Notifications

Contact: Dean of Students and/or Director of Communications and Marketing

Sources/Links: South Dakota Board of Regents Policies [4.7.1](#) , [6.13](#), [6.14](#)

---

### NORTHERN STATE UNIVERSITY

#### Policies and Guidelines

SUBJECT: This policy applies to the posting of materials and notifications on the property of Northern State University.

NUMBER: 6:5

---

#### 1. Purpose

This policy sets forth the guidelines on authorizing the placement of materials and notifications—including but not limited to posters, flyers, signs, bills, banners, placards, notices—and other like temporary postings and digital postings on campus to fulfill the University's mission and prevent material disruptions of the work and discipline of the University in this limited forum.

The goals of the policy are to:

- a. Allow for the effective promotion of events and services relevant to University students, faculty, and staff.
- b. Set forth viewpoint-neutral standards by which limited University resources are allocated for the promotion of activities consistent with the University's educational mission.
- c. Prevent material disruptions of the work and discipline of the University.

#### 2. Definitions

Designated Posting Locations: Those spaces within buildings or across campus (e.g., bulletin boards, displays, etc.) designated by the University for the display of Materials and Posters in accordance with this policy.

Officially Recognized Organization: A University department, office, college, Affiliated Entity, registered student organization, or official University committee.

Posters: Includes flyers, signs, bills, banners, placards, notices, posters, and other like temporary postings. Posters do not include postings by authorized University personnel for emergency, public safety, or required notification reasons on campus.

Affiliated Entity: Organizations, such as the NSU Foundation, whose legal purpose includes support of the University and its activities, organizations that have been authorized by the University to use its name and marks, as well as the State of South Dakota and its political subdivisions, and their instrumentalities.

Private Party: Any individual or group that is not an Officially Recognized Organization or Affiliated Entity.

Chalking: The use of water-soluble chalk on concrete sidewalks on campus by an Officially Recognized Organization or Affiliated Entity to convey a non-commercial expression.

#### 3. Policy

- a. Materials and Posters shall not be affixed (pasted, nailed, taped, stapled, etc.) to interior or exterior University buildings, walls, fixtures, entrance and fire doors, windows, or light posts, utility poles, trees, or trash receptacles. University personnel may remove any items so affixed in these locations.

- b. The University, in the interest of the environment and potential littering, restricts placement of Materials and Posters on vehicle windshields or under doors on all University property. Materials and Posters do not include postings by authorized University personnel for emergency, public safety, or required notification reasons on campus.
- c. A University unit or department head, with the approval of the [building manager](#), is responsible for designating their unit/department bulletin board(s) and displays, or portions thereof, for Materials and Posters consistent with the educational goals of the University.
- d. Nothing in this policy restricts:
  - i. the ability of a university unit, college, school, department, or office from hanging Materials and Posters consistent with the educational goals of the University on designated bulletin boards and designated display locations.
  - ii. the ability of a member of the faculty or staff from hanging Materials and Posters consistent with the educational goals of the University and their role(s) on personal office doors.
- e. All Posters will be submitted to Student Affairs, reviewed for compliance (see Procedures) and date stamped. The review/date stamp does not itself constitute a university endorsement or approval of the speech, expression, or actions of the requesting party and/or any event depicted on the poster. The organization or private party will be responsible for hanging and removing their respective posters.
- f. Digital signage requests will be submitted to Communications and Marketing. The review does not itself constitute a university endorsement or approval of the speech, expression, or actions of the requesting party and/or any event depicted.
- g. Posters may be posted in accordance with this policy in Designated Posting Locations only.
  - i. Designated Public Posting for jobs, events, opportunities, etc. of interest to campus employees and students are in the following locations:
    - 1. Student Center - Cases inside front entrances and lower level by post office
    - 2. Beulah Williams Library - Board by main entrance
    - 3. Jewett Regional Science Education Center - Board near southwest entrance
    - 4. Technology Center - Boards at east and west entrances
  - ii. Designated posting on University unit/department bulletin board(s) and displays, or portions thereof, by an Officially Recognized Organization or Affiliated Entity consistent with designation or approval of department head or [building manager](#).
  - iii. Designated digital signage posting by an Officially Recognized Organization or Affiliated Entity consistent with designation or approval of department head or [building manager](#).
    - 1. Barnett Center
    - 2. Beulah Williams Library
    - 3. Gerber Hall
    - 4. Johnson Fine Arts Center
    - 5. Regional Sports Complex
    - 6. Student Center

7. Student Success Center
8. Technology Center

#### 4. Posters

- a. Posters may not be displayed more than 30 calendar days prior to the start date of the event.
- b. Posters may not be placed on top of Materials or Posters. If the Posting Location is full, no additional postings will be permitted until the time limit for a current posting has expired.
- c. Posters can be no larger than 11" x 17".
- d. Posters must include the:
  - i. Date of the event,
  - ii. Date of posting, and
  - iii. Name and contact information for the entity seeking to post.
- e. Posters cannot contain any of the following:
  - i. Obscenity, including explicit sexual material, or any other speech not protected by the First Amendment.
  - ii. The use of vulgar, lewd, or indecent speech (i.e. profanity).
  - iii. Promotion of illegal activity or other activity that violates SDBOR and University policies.
  - iv. Promotion of alcohol in a manner that violates SDBOR and University policies or events that violate SDBOR or University policies regarding advertising of events where alcoholic beverages will be provided.
  - v. Promotion of other unauthorized or illegal drug use, or other illegal activity.
  - vi. Unauthorized use of copyright or trademarked material.
  - vii. Use of NSU-trademarked or copyrighted images or logos in a manner inconsistent with NSU's Brand Standards.
  - viii. Advertising that competes with NSU dining services or the university bookstore.
- f. After receiving authorization by the authority conducting the compliance review posters may not be enlarged or substantively altered so as to take the poster out of compliance.
- g. No more than one authorized poster may be posted per Designated Posting Location.
- h. Posters advertising an Officially Recognized Organization or Affiliated Entity or Affiliated Entity event, activity, or service shall be removed within 24 hours of the event by the entity. University employees may remove posters after three (3) days following the day of the event activity, or service.
- i. Any content on Posters related to upcoming elections must comply with all laws regulated by the United States Federal Election Commission and the South Dakota Secretary of State's Office.
- j. The Officially Recognized Organization or Affiliated Entity or Affiliated Entity shall be responsible for providing a contact for answering questions about accessibility for individuals with disabilities and for receiving questions about accommodations for any University-sponsored or University-endorsed event open to the public. The Organization must designate this contact, including their contact information, in a statement on all Posters.
- k. Removal of Posters from Designated Public Posting areas will occur the first day of every month—excepting posters promoting events that have not yet taken place.

#### 5. Chalking:

- a. Promotion of events by Officially Recognized Organization or Affiliated Entity through chalking is permissible, subject to the restrictions noted in Section 3. Additionally, chalking is permitted only on horizontal concrete sidewalk surfaces owned or maintained by the University that are exposed to rain where the chalking will naturally be washed away. The name of the Officially Recognized Organization or Affiliated Entity must be legibly depicted on the Chalking. Chalking cannot depict those themes prohibited in 3.e. above. Chalking is strictly prohibited on vertical surfaces such as

building walls, vertical steps, columns, etc., and within 20 feet of any doorway. Overwriting, erasing, defacing, or altering the Chalking of another event is prohibited. Sidewalk areas open to chalking will be routinely cleaned on Mondays.

- b. Individuals/Groups chalking on prohibited surfaces or using other than water-soluble materials for any promotion or expression on any University property, including sidewalks, may be assessed cleaning fees, cited for vandalism, and/or subject to appropriate action per University policy.

## 6. Procedures

- a. All Posters to be displayed on campus must be submitted for review by the Officially Recognized Organization or Affiliated Entity or Private Party, in a true and correct form, to the Office of Student Affairs at [nsuactivities@northern.edu](mailto:nsuactivities@northern.edu) at least three business days prior to an event or requested posting date.
- b. Posters determined to be in compliance will be date stamped and returned to the requesting party signifying authorization to post, and later remove them from Designated Posting Locations. Posters that do not have the date stamp will be removed by a University employee. The date stamp does not itself constitute a university endorsement or approval of the speech, expression, or actions of the requesting party and/or any event depicted on the poster.
- c. Officially Recognized Organization or Affiliated Entities may request posting to digital signage by submitting an Adobe Photoshop (PSD), Joint Photographic Experts Group (JPEG), Portable Network Graphics (PNG), or Graphic Interchange Format (GIF) file(s) to [communications@northern.edu](mailto:communications@northern.edu) no larger than 10 MB with an aspect ratio of 16:9. The request must include posting start and end date. Digital signage requests must otherwise comply with the portions of this policy applicable to compliance reviews and content of posters other than physical poster requirements.
- d. Any Officially Recognized Organization or Affiliated Entity whose poster is not cleared for compliance or whose digital signage request is rejected will be provided the grounds for such action in writing and may appeal the decision to the Dean of Students (poster) or Director of Communications and Marketing (digital signage) in writing within five calendar days of the rejection. The written rejection must accompany the appeal, and the appeal must state specific facts that, if proven, would demonstrate that either the denial was based upon an incorrect assessment of material fact, or the denial involved a misinterpretation, misapplication, or violation of the requirements of applicable law or SDBOR/University policy. The Dean of Students or Director of Communications and Marketing will review the appeal within five working days to determine whether the rejection was made contrary to established policy.
- e. Materials, Posters or Chalking in violation of this policy will be immediately removed without notice. Failure to adhere to the criteria of this policy may result in the Officially Recognized Organization or Affiliated Entity or Private Party's temporary suspension of posting privileges. Individuals or groups found to have violated this policy may be subject to disciplinary action in accordance with the University policy.

## **7. Responsible Administrator**

The Dean of Students and Director of Communications and Marketing is responsible for the annual review of this policy and its procedures. The University President is responsible for the approval of this policy.

## **8. Source History**

- Approval Date: February 5, 2024
- Approved By: President Neal Schnoor