



Blue Mountain Community College *Administrative Procedure*

Procedure Title: Posting of Flyers, Notices, Posters, Events or Information
Procedure Number: 02-2003-0002
Board Policy Reference: IV.A. General Executive Direction
NWCCU Standard:

Accountable Administrator: Director Marketing and Communications
Position responsible for updating: Director Marketing and Communications
Original Date: August 2000
Date Approved by Cabinet: 6-23-15
Authorizing Signature: *Signed original on file*
Dated: 6-23-15
Date Posted on Web: 6-23-15
Revised: 6-9-15
Reviewed: 6-9-15

Purpose/Principle/Definitions:

This procedure was established to allow for open and effective communication while maintaining a positive college image. The following guidelines, limitations and procedures apply to institutional and public posting of information to be viewed by BMCC students, staff or the general public. All information submitted for posting will include department and individual contact information, logo, college website address, and EEO statement. Materials may not restrict participation on the basis of gender, race, color, national origin, religion, or disability. Information displayed shall not contain any word or words, illustrations, photographs, or symbols that are obscene or libelous.

This procedure discontinues any previously allowed practices of posting on interior walls (solid), solid or glass doors, or painted surfaces.

Communication options available for dissemination of information:

- Bulletin Boards and Plexiglas Frames in Restrooms
- Web Calendar
- Outlook #Event
- Reader Board
- Website
- Staff (Global) Email
- Student Email
- Temporary Signage on College Property
- BMCC Social Networking Sites
- Hallway Television Monitors
- News/Press Release
- News Media (Radio, Television, Newspapers)
- U.S.P.S.
- Wall Mounted and Free Standing Racks

Guidelines for Posting on Bulletin Boards:

All postings should occur on bulletin boards or soft walls, like those lining Pioneer Hall adjacent to the library. No postings on interior walls (solid), solid or glass doors, or painted surfaces. No postings outside on building walls (outside doors have plastic poster holders for information), or on car windshields. BMCC will comply with the local "nuisance laws" by prohibiting the distribution of handbills and other materials on the windshields of cars or other vehicles parked on college property.

The individual, department or organization sponsoring the announcement will be clearly identified within the poster with a contact name and/or phone number.

New postings will not cover any portion of an already mounted poster.

No more than one copy of a poster may be posted in the same designated posting area.

Departmental bulletin boards will be designated with the title of the department centered on the top of the board. Bulletin boards or soft walls without department names are open for public postings.

Items that do not include a specific activity date will be displayed no longer than one term. Removal dates of such items will be based on the document's date stamp. All groups are strongly encouraged to remove their own materials in a timely fashion.

Faculty may post emergency class information as needed on classroom doors.

Procedure for Posting on Bulletin Boards and Plexiglas Frames in Restrooms:

Posters and flyers for display on public bulletin boards will be submitted to the Office of Public Relations. There are two methods to do this. The recommended method is to submit your poster/flyer electronically via the "Campus Flyer Approval Form" located on the Marketing page on the bluecc.edu website. The flyer can also be submitted in hard copy to the Office of Public Relations. This method may take up to two business days for approval. Once approval is received it is the responsibility of the poster/flyer owner to distribute. Organizations/individuals from outside BMCC will have the flyer distributed by a representative of BMCC to ensure accurate location placement. With flyer approval will come a date/initial stamp to include on the flyer. Please add this date/initial to your poster/flyer file prior to printing and distribution. Hard copy posters/flyers will have the stamp added manually.

Should a poster/flyer be returned for edits, it is the responsibility of the poster/flyer publisher to submit an updated file for approval prior to distribution.

Flyer owners are responsible for removing the flyers once the event is completed.

A representative of the Office of Public Relations will remove posters without an approved date stamp, those posted in unapproved locations, those which contain errors, those which are deemed inappropriate for public posting, or those which are outdated. No notice will be given prior to removal of posted items.

Concerns expressed about items posted on public bulletin boards may be forwarded to the Vice President of Public Relations by calling 278-5839, or emailing CaseyWhitezollman@bluecc.edu, or communicated to an associate vice president.

If an issue arises because the Vice President of Public Relations or an associate vice president deems content of a poster as inappropriate for public posting, they will forward the item to the president for his/her recommendation.

Posters and informational items that are of a departmental nature and are on display within a designated departmental bulletin board or soft-wall are the responsibility of the specified department or associated administrator. Departments should receive approval from the Facilities Committee before constructing a bulletin board.

Procedure for Posting Events on the Web Calendar:

Contact BMCC's Web Manager or assignee to have events added to the bluecc.edu website by using the Web Help Desk ticketing system. Only events sponsored by the college may be posted on the college's web calendar.

Procedure for Posting Information/Events on the Reader Board:

Requests to post information on the reader board should be submitted to the Executive Assistant to the President (sfranklin@bluecc.edu) with the request. Public/community events can be posted on the reader board if space allows. Messages must reflect the voice of the college.

Procedure for Posting Information on Outlook #Event:

#Events was added as an Outlook resource to give BMCC employees access to the location and time of every non-class event on campus. Only BMCC employees have access to this resource, though the information need not be considered confidential. When scheduling a non-class event in the Outlook Calendar, add #EVENT to the list under resources so the event will show up on the internal calendar. YOU WILL ALSO NEED TO POST THE EVENT TO THE WEB CALENDAR if you want students and the public/community to have access to the information.

Procedure for Posting on the Front Page of the College Website – News & Events:

News items, events, and college information requests to be posted on the front page of the BMCC website should be emailed as a finished product to the Vice President of Public Relations for approval. The approved item will then be posted by the BMCC Web Manager or assignee. Every effort will be made to roll the front page information to keep it up-to-date and relative to the informational needs of students and staff.

Procedure for Sending Information via Staff Email:

Information that is pertinent to all faculty and staff, and affects the day-to-day operation of the college, can be sent to all-staff via email. To access this method of communication, contact Shannon Franklin, Executive Assistant to the President (sfranklin@bluecc.edu) or the Vice President of Public Relations (cwhitezollman@bluecc.edu) with your request. The information must be in final form and include contact information of the sender.

Procedure for Sending Information via Student Email:

Information to be sent to BMCC Student Email should be sent in finished format to the Vice President of Public Relations or to the Vice President of Student Affairs for approval. Upon approval, the communication will be distributed to students via the designated staff with access to this group of emails.

Detailed explanation of communicating with student email is found in BMCC Administrative Procedure: Student Emails 04-2009-0001.

Procedure for Posting Temporary signage on College Property:

Posting of any kind is prohibited on the college grounds, with the exception of temporary signs that direct people to a particular event or location. Those signs should be removed immediately following the event.

Procedure for Posting on General BMCC Social Network Sites:

News, information, events, and photos can be posted on available BMCC Social Networking sites. Submit information to the Vice President of Public Relations or assignee (cwhitezollman@bluecc.edu).

Procedure for Posting to Hallway Television Monitors:

News items, events, and college information requests to be posted on the hallway television monitors should be emailed as a finished product to the Executive Assistant to the President (sfranklin@bluecc.edu) for the monitor in Pioneer Hall, and to the Recruitment and Engagement Program Coordinator (ddifuria@bluecc.edu) for the monitor in Morrow Hall.

Procedure for submitting a News/Press Release:

Refer to Administrative Procedure 02-2003-0003 Press Releases.

Procedure for News Media (Radio, Television, Newspapers) Communications:

Refer to the Office of Public Relations for guidance.

Procedure for U.S.P.S. Mailings:

Refer to BMCC's Office of Public Relations and Marketing for guidance and approval on promotional mailings.

Wall Mounted and Free Standing Brochure Racks:

Print material placed within college owned brochure racks must be pre-approved by the Office of Public Relations. Inventory maintenance is the responsibility of the content owner. Material deemed to be "out-of-date" will be removed without notice to the content owner.