

Seegers Union Posting Policy

Muhlenberg College

Table of Contents

I.	Purpose and Overview.....	1
II.	Policy.....	2
	a. Posting In Seegers Union	
	b. Sign Standards.....	2
	c. Posting on Academic Row	
	d. Chalking on Sidewalk	
III.	Questions and Comments.....	2

I. Purpose and Overview

Posting in Seegers Union continues to be an effective and preferred form of marketing and visual communication medium to inform students, faculty, staff, and visitors about events occurring in Seegers Union and across campus. Posting is inclusive of, but not limited to, signs on bulletin boards (posters), chalking on sidewalks, signs on Academic Row and the use of Sign Standards in Seegers Union. Posting offers the opportunity for recognized student clubs and organizations in good standing and College academic and administrative departments to publicize events or broadcast announcements that are of campus interest or student-oriented in nature taking place on campus. Scheduling of these resources enables effective use with minimal conflict or cluttered posting resulting in visual “white noise” and information overload.

The Seegers Union Posting program and its policy and protocols are managed by the Office of Seegers Union and Campus Events.

II. Policy

a. Posting In Seegers Union

1. In general, posting is prohibited on doors, painted walls and surfaces, windows and/or handrails.
2. Designated bulletin boards, identified as “General Use,” are available on the Lower Level of Seegers Union. The main staircase bulletin board wall is also considered General Use. The General Uses boards do not required prior permission to post in these areas, but the postings must follow the guidelines within this policy.
3. Bulletin boards designated to a specific department or organization must seek respective department/organization permission to post on these bulletin boards.
4. All postings must include a point of contact in the event there are questions about the information on the posting.
5. With the exception of the main staircase, items for posting may not be larger than 11"x 17". In the main staircase, posting may not be larger than 30" x 40". Postings may not extend over the hand rail or above the balcony railing.
6. All expired postings (postings representing past events or outdated information) must be promptly removed by the event sponsor.
7. Postings may not:

- i. Endorse a political issue or candidate
 - ii. Promote or condone behavior that violates College policies and/or values, or local, state or federal law
 - iii. Encourage the sale or consumption of alcoholic beverages or of tobacco-related products
8. Postings not following the above guidelines will be removed and discarded.
 9. Decorating of any kind in or around Seegers Union must have the prior approval of the Office of Seegers Union and Campus Events. Any unauthorized decorations or items will be removed and discarded.

b. Sign Standards

Sign Standards are available for use and must be requested as a resource through the Office of Seegers Union and Campus Events. Postings and signage may be affixed to sign standards to provide direction to, or identify a program or event. Posting details noted above must be applied in terms of content, contact information and removal.

c. Posting on Academic Row

Posting on Academic Row using college provided stakes are a resource that may be scheduled through the Office of Seegers Union and Campus Events. Posting details noted above must be applied in terms of content, contact information and removal.

d. Chalking of the Sidewalks

Chalking of sidewalks must be scheduled and approved by the Office of Seegers Union and Campus Events. Normally chalking is not done more than 48 hours before the event. After completion of the event, chalking must be removed within 24 hours by the sponsoring department or organization. No chalking is permitted within 20 feet of any entrance to Seegers Union. Posting details noted above must be applied in terms of content.

NOTE: Digital signage is now an effective, paperless means of marketing and posting in Seegers Union. Please see the Digital Signage policy for more information.

III. Questions or Comments

Questions or comments should be referred to the Office of Seegers Union and Campus Events at 484-664-3494 or TeamSeegers@muhlenberg.edu.