

Sign, Flyer, and Poster Policy

Policy Statement

Southeastern Louisiana University encourages and supports the widespread promotion of sanctioned and approved campus events and activities as a vital part of a thriving university community. At the same time, the University recognizes that an attractive physical environment is crucial to its overall advancement. The University applies this policy in a viewpoint- and content-neutral manner, consistent with state and federal law and Board of Regents guidance on campus free expression.

Purpose of Policy

Southeastern Louisiana University encourages and supports the widespread promotion of sanctioned and approved campus events and activities as a vital part of a thriving university community. At the same time, the University recognizes that an attractive physical environment is crucial to its overall advancement. This policy governs the placement of signs, flyers, posters, banners, and similar materials on campus. Where activities constitute an event, the Registration of Activities (ROA) process applies in addition to this policy.

Applicability

This policy applies to all Southeastern students, faculty, staff, and visitors.

Policy Procedure

1. Determine whether ROA event registration is required. Before requesting sign/flyer/poster approval, confirm whether the activity must be registered through the Registration of Activities (ROA) process managed by the Dean of Students Office. An ROA is required for most on-campus events and certain off-campus activities as defined by the University.
2. Prepare your materials. Have a sample of each sign/flyer/poster (print or electronic) ready for review, including exact wording, dimensions, and proposed locations.
3. Complete the Sign/Poster/Flyer Approval Form. Fill in organization/individual information and attach the exact wording or a sample of each sign. Obtain Building Coordinator signature(s) for each proposed location, then return the signed form to the Dean of Students Office for final approval.
4. Post only in approved locations and timeframes. Postings are limited to University bulletin boards/displays and any additional locations explicitly approved on the form. Unless a shorter period is specified on the approval form, the maximum posting window is two (2) calendar days prior to the event through end-of-day on the day after the event (2-before / 1-after). Approving offices may authorize a shorter window to accommodate operational needs, demand for limited spaces, or event conflicts.
5. Observe posting prohibitions. Do not place materials on doors, windows, walls, poles, trees, vehicles, or other prohibited surfaces, except as expressly permitted under "Windows, Doors, and Window Clings." Do not place advertisements on windshields.
6. Route for support as needed. Large or higher-risk activities may require coordination with University Police, Physical Plant, or other units; the Dean of Students Office will advise as appropriate.

General Regulations

- The posting of printed flyers, posters, signs, notices and/or advertisements on surfaces other than University bulletin boards and displays is prohibited, except where this policy expressly permits posting (e.g., approved Windows, Doors, and Window Clings) or where a location is explicitly approved on the Sign/Flyer/Poster Approval Form.
- Students, employees, or outside parties may not use Southeastern's bulletin boards or displays to post commercial notes and advertisements, announcements, sales of personal property, or any other matters without proper approval by the appropriate Building Coordinator and the Dean of Students Office and must adhere to the *Selling or Soliciting on Campus* policy.
- Posting on exterior building surfaces is prohibited unless expressly authorized in writing on the approval form by the appropriate Building Coordinator and the Dean of Students Office for a defined location, material, and time period.
- Yard/staked signs are not permissible except for major University events (e.g., Commencement, Orientation, Athletics). Any exception requires prior written approval from the Dean of Students Office and must comply with Policy Procedures.
- Materials must comply with applicable law and University policies (e.g., obscenity as defined by law, true threats, unlawful harassment, incitement, defamation).
- Chalking on buildings is not permitted.
- Chalking on sidewalks or concrete walkways is not permitted without permission from the Dean of Students Office. Chalking is limited to open-air, uncovered sidewalks or concrete walkways where rain can naturally remove markings. Covered areas, indoor areas, vertical surfaces, stairs/steps, building entryways, decorative/aesthetic features, including benches, bus stops, bridges, columns, fountains, monuments, newsstands, overhangs, planters, poles, roads, rocks, signs, statues, trash receptacles, trees, walls, windows, and any area restricted by facility managers are not allowed. Only water-soluble sidewalk chalk is permitted; paints, oils, sprays, markers, or fixatives are prohibited. Only University affiliates (students, registered student organizations, departments) may request permission to chalk on sidewalks.
- Advertisements/flyers may not, under any circumstances, be placed on automobile windshields.
- The noncommercial distribution of literature (handouts, handbills, flyers) by any person in outdoor public areas is permitted without prior approval, provided the activity is peaceful, does not materially and substantially disrupt University operations or scheduled events, and does not obstruct pedestrian or vehicular traffic.

Windows, Doors, and Window Clings

Posting on windows or doors is generally prohibited to protect life-safety, accessibility, and building aesthetics.

A narrow exception is available for interior static-clings. Temporary, non-adhesive static-clings on the interior side of glazing may be approved case-by-case with written permission from the Building Coordinator and the Dean of Students Office.

Conditions (all must be met):

- No obstruction of required life-safety markings, egress hardware, room numbers, ADA signage, security cameras, or line-of-sight at entrances.
- Material: static-cling only (no adhesive vinyl, tape, glue, gels, or suction devices).
- Size/placement: must fit entirely within a single pane and be placed on the interior; exterior-facing clings on doors/windows are not permitted.
- Duration: limited to the approved posting window; approvers may set a shorter period than the 2-before / 1-after maximum.
- Removal & liability: requestors must remove clings by the deadline and restore glass to its prior condition.

Only official University notices installed by authorized staff (e.g., emergency or operational postings) may appear on exterior doors.

Electronic / Digital Signage

For purposes of this policy, “electronic/digital signage” means University-managed displays (e.g., LCD/LED screens, menu boards, Student Union screens).

- Content must be submitted through the Dean of Students Office and the designated unit that manages the display (e.g., Student Union or University Marketing) following each system’s format, schedule, and technical specs.
- All content must comply with University policies (including brand/content standards) and will run only for the approved timeframe; managers may approve a shorter duration based on operational needs, priority messaging, or technical constraints.
- Personal or departmental projectors, LCD/LED panels, message boards, or other electronic/digital display devices may not be aimed at or mounted in windows/doors or other building exteriors, and may not be placed in public spaces without written approval on the Sign/Poster/Flyer Approval Form.
- Digital signage does not grant permission to post physical materials; separate approval is required for physical posting.
- Digital content may be removed at any time for non-compliance or operational reasons.

Cleanup, Restoration & Liability

The sponsoring individual, group, or organization is responsible for removing all materials and litter by the required deadline (no later than the day after the event or the end of the approved period) and for restoring affected areas to their prior condition. Use only temporary, non-damaging attachment methods where permitted (e.g., thumbtacks or painter’s tape on approved boards); do not use glue, paste, duct/packing tape, spray adhesive, or staples on painted surfaces; do not leave zip-ties or other fasteners in place. For chalking, only water-soluble sidewalk chalk may be used in approved locations; paints, markers, sprays, or fixatives are prohibited.

Examples of chargeable conditions include, but are not limited to, tape/adhesive residue on walls or glass; chalk pigment that requires pressure-washing; stakes/yard signs damaging irrigation or landscaping; stickers on prohibited surfaces; flyers left beyond the authorized period; handbill litter in and around event areas; or overspray or markings in covered, vertical, or aesthetic areas.

Enforcement of Policy

Individuals or groups engaging in posting, signage, distribution, or chalking that is unauthorized or non-compliant with this policy may be required to cease their activity immediately. Overwriting, erasing, defacing, or altering existing signage, posters, flyers, or chalking is prohibited by anyone other than the person or organization who sponsored the item, except that University facility and grounds personnel will clean and maintain facilities and outdoor areas in the course of their usual and ordinary campus maintenance activities.

The University may remove non-compliant items immediately and may bill for cleanup/repairs (including labor, materials, and minimum service fees), suspend posting privileges, deny future requests, and refer violations to the appropriate disciplinary processes or law enforcement. Student violators will be referred to the Office of Student Advocacy and Accountability for potential disciplinary action under the Student Code of Conduct. Faculty, staff, contractors, or visitors who violate this policy may be reported to the relevant University department or office for appropriate action, which may include removal from the campus or event, employment action consistent with Human Resources procedures, contract/vendor remedies, and/or trespass directives issued by the University Police Department.

[End of Policy]



Dean of Students Review:

Sign/Flyer/Poster Approval Form

ORGANIZATION/BUSINESS: _____

INDIVIDUAL MAKING REQUEST: _____ PHONE: _____

SIGN CONTENT (EXACT WORDING OR ATTACH SAMPLE):

This form must be signed by the building coordinator who will advise concerning the appropriate manner and place for posting signs. Permission must be granted by the building coordinator(s) before the signs are to be posted.

LOCATION OF SIGN(S)

SIGNATURE OF BUILDING COORDINATOR(S)

This form must be returned to the Dean of Students Office, in room 1301 of the Student Union, after being signed by Building Coordinators. Please contact the Dean of Students Office at 985-549-3792 with questions.

REMINDER: SIGNS ARE TO BE REMOVED BY THE DAY FOLLOWING THE EVENT ADVERTISED.

FINAL APPROVAL: _____

Dean of Students

Date Approved