

SUBJECT: Physical Plant

PROCEDURE: 602.1.1 Internal Advertising and Postings

EFFECTIVE: September 2007 **REVISED:** August 2017 **REVIEWED:** November 2018

Guidelines and Procedures for Approval of Internal Advertising and Postings

- The Executive Director of Development, Communications and Marketing has final approval and authority to remove advertising, postings, or other promotional materials at their discretion.
- Requests for approval to distribute printed materials other than postings must be obtained from the Development, Communications and Marketing Department.
- Small posters and index cards advertising items for sale, rentals, etc., are allowed only on the breezeway bulletin boards.
 - Cards must be approved and stamped by the Development, Communications and Marketing Department.
 - The college assumes no liability for any situation which arises from arrangements made through information provided by private postings.
- Postings within the physical structure of Great Falls College MSU must be in regards to campus information, projects, or activities, or be an event or activity hosted or sponsored by the college.
- Great Falls College MSU will not allow any posting or advertisement that is discriminating.
- Jobs postings will be forwarded to the Advising and Career Center to verify and post the position in the job binders in Student Services.

Campus News

Campus news may be delivered via email across campus, shared on the website and the College's official social media accounts. Official campus communication regarding events should be sent through the Development, Communications and Marketing Department.

Great Falls College Montana State University Website

The College's website is a powerful tool to convey information quickly and efficiently on a broad range of topics. The website URL is: www.gfcmsu.edu. The college's Webmaster is the primary contact for web-related issues. All requests for updates to website postings must be approved by the Development, Communications and Marketing Department.

Announcements

Send announcements or calendar information you would like posted to the web to the Executive Assistant to the Executive Director of Development, Communications and Marketing.

Web page updates

The College's goal is to keep information on our website up-to-date and accurate. To achieve that goal, content managers are responsible for updating the Development, Communications and Marketing Department of requested changes.

Bulletin Boards

When submitting posters and flyers for posting, you may request specific posting areas, for example:

- **Cafeteria Commons Area**
The cafeteria bulletin board has sections reserved for Student Government, the Career Center and a general information area. Flyers, cards and posters advertising items for sale, rentals, community events, and other topics of interest to our students may be posted here. All approved items must be stamped and dated by the Development, Communications and Marketing Department.



- **Second floor at the top of the ramp**
Restricted to official notices for students and postings by student groups or employees.
- **Easels at main entrances**
Available for postings advertising events on campus open to Great Falls College MSU students.
- **Bulletin boards in classrooms**
Restricted to postings by staff, faculty and student groups affiliated with Great Falls College MSU.
- **Enclosed bulletin boards near the library, near B116 and near the Bookstore.**
Restricted to postings by staff, faculty and student groups affiliated with Great Falls College MSU.
- **Bulletin board outside the Chemistry Lab**
Restricted to postings by staff, faculty and student groups affiliated with Great Falls College MSU.
- **Bookstore**
Flyers may be posted within the Bookstore with permission from Bookstore staff, CFO, CEO/Dean or Executive Director of Development, Communications and Marketing.
- **Student Textbook Exchange**
This bulletin board is outside the Bookstore. Students must have approval from the Bookstore staff prior to posting. Each posting will be initialed and dated by staff.
- **Mailroom**
Postings for internal attention only. This is an ideal location to post greeting cards, thank you notes, and announcements for employees only.
- **Student Central**
Restricted to postings by staff, faculty and Student Groups.

Note: Please utilize the bulletin boards noted above. Avoid taping to building surfaces including painted, brick or stone walls, glass or metal finishes.

Display Cases

Display Cases are available for use by internal groups to highlight program or student achievement. They are utilized for information relating to academic or campus community life that is important to significant portions of the faculty, staff, and students. Reserve space in display cases through Development, Communications and Marketing Department. Reservations are first-come, first-served and must be approved by the Executive Director of Development, Communications and Marketing. Displays are generally changed monthly.

Sign Stands, Table Tents and Sign Holders

A variety of free-standing stands are available for the use of employees and students to get the word out on campus. These work well in providing temporary directional signage for internal events. The signage must be approved by the Development, Communications and Marketing Department.

Plasma Screens and Kiosk Screen Savers

Plasma screens are located in the Atrium, Student Central and South Court. Dates of events of importance to the student

body are posted by the Webmaster. Posting must be approved by the Development, Marketing and Communications Department.

Campus-wide Email

The 'Distribution Everyone' email list is used for campus wide announcements from campus leadership. If you have important information to be distributed via the 'Everyone' list, it should be sent to an Executive Team member to review and distribute. Emails sent out using the 'Distribution Everyone' list will typically:

- Contain information relating to academic or campus community life important to significant portions of the faculty, staff, administration and students.
- Alert the campus community to an emergency situation on campus.
- Provide immediate access to information about situations that substantially alter the normal operation of the campus (for example, Banner, network or web-related outages, weather-related class delays or closings, and special campus-wide events).