



Policy Title:	Free Speech, Solicitation, and Promotional Activities on Campus
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Policies Superseded:	STUD-CLSE 309; STUD-CLSE 310; STUD-CLSE 311; UNIV-UCOM 405; UNIV-UCOM 407; UNIV-UCOM 478
Policy Management Area(s):	Student Affairs University Marketing and Communication

## I. UNIVERSITY POSITION ON FREE SPEECH and SOLICITATION ON CAMPUS

- A. CCU is committed to making its facilities and property available for use by groups and individuals as it is consistent with its educational mission and values, its duties as stewards of state resources, and its responsibility to consider the welfare of its students, faculty, staff, visitors, and campus community.
- B. The University assumes a posture of neutrality toward the content and subject matter of any free speech event or demonstration, but will not allow events that advocate unlawful activity or that include forms of speech not protected by the First Amendment. Forms of unprotected speech include, but are not limited to, child pornography<sup>1</sup>, fighting words<sup>2</sup>, obscenity<sup>3</sup>, true threats<sup>4</sup>, or inciting language. This University reserves the right to curtail the expressions listed above for the benefit of the University in maintaining a peaceful and productive academic environment<sup>5</sup> that is conducive to academic work; will preserve the dignity and seriousness of University ceremonies and public exercises; and will respect the private rights of all individuals. This includes regulating the time, place and manner of these freedoms.<sup>6</sup>
- C. Peaceful free speech events and demonstrations by members of the University community or by members of the general public will be allowed and encouraged on campus, subject to the limitations listed above and compliance with this policy. Equally expected of all participants in the exercise of these freedoms is the weighing of possible consequences of their actions, especially those that involve conduct which interferes with or infringes upon the rights of other students, faculty, staff or any member of the University community.

<sup>1</sup> See, *New York v. Ferber*, 458 U.S. 747 (1982).

<sup>2</sup> See, *Chaplinsky v. New Hampshire*, 315 U.S. 568 (1942).

<sup>3</sup> See, *Chaplinsky v. New Hampshire*, 315 U.S. 568 (1942); *Roth v. United States*, 354 U.S. 476 (1957).

<sup>4</sup> See, *Virginia v. Black*, 538 U.S. 343 (2003).

<sup>5</sup> See, *Travis v. Owego-Apalachin School Dist.*, 927 F. 2d 688 (1991).

<sup>6</sup> See, *Ward v. Rock Against Racism*, 491 U.S. 781 (1989).

- D. The University recognizes that there may be appropriate means and times in which solicitation and promotion can occur on the University campus by both University sponsored and non-University sponsored entities. Section IV of this policy outlines the appropriate procedures for on-campus solicitation and promotion.

## II. DEFINITIONS

- A. Demonstration – a public meeting or march protesting against something or expressing views on a political subject or other issue or topic.
- B. External entity – any non-University organization, business, nonprofit or individual seeking to reserve space on campus in order to promote, solicit or interact with the University community.
- C. Free speech events – any event that has as its main goal the expression of ideas or thoughts. This may include but is not limited to demonstrations, marches, counterdemonstrations, rallies, or speak outs.
- D. Off-campus speaker – any speaker who is not a current student, employee or volunteer of the University, and who has been invited by a department, faculty member(s) or organization to speak to a group on campus and has been approved through appropriate channels.
- E. Official visitor – a person invited to attend an event on the University campus who is an elected official or a representative of an organization.
- F. Promotion – any activity engaged in to raise customer awareness, to create brand loyalty, or to generate participation in an event, organization or program.
- G. Solicitation – any effort or attempt to try to obtain an order or to invite a business transaction for a product offered or being sold; seek orders, subscriptions, political or charitable contributions, or any other kind of financial support; or distribute literature, hand-bills, samples, or other printed material for the purpose of advertising products, services, or other commercial enterprises to members of the University community.
- H. Sponsoring organization- an individual, student, member of the faculty or staff, campus department, student organization, campus affiliate, or other group sponsoring a free speech event on University owned, maintained, or leased property.

- I. Time, place, manner – as a government entity, the University can limit the time, place and manner of a demonstration or the like so long as:
  1. There is a legitimate government interest in regulating the activity.
  2. The regulation is content-neutral.
  3. The regulation is narrowly tailored to meet the purpose of the limitation.
  4. An alternate means of communicating the message still exists.

### III. SOLICITATION

The University distinguishes between noncommercial printed material, the primary purpose of which is to inform or educate members of the University community, and commercial printed material. The University reserves the right to limit or deny the distribution of material that is intended to solicit the purchase of or investment in goods, services, real property, or other commercial materials.

- A. Distribution of non-University-sponsored literature by faculty, staff, students or visitors on University property is prohibited in office areas and is limited by the University in other areas.
- B. Solicitation by University employees for a non-University-sponsored activity on University property during work hours is prohibited regardless of whether the solicitation occurs in the work area. During work hours, employees are expected to be engaged in the official duties of their positions.
- C. Book vendors who are not working through the Chanticleer Store and who seek to purchase books from faculty or students are strictly prohibited from soliciting on campus. If this type of vendor is found on campus, the Department of Public Safety should be notified immediately.
- D. Door-to-door solicitation of any kind to offices, classrooms and/or residence halls is prohibited. If this type of vendor is found on campus, the Department of Public Safety should be notified immediately.
- E. The University may allow for fundraising activities by charitable organizations that are certified by the secretary of state, provided that any such fundraising activities have been approved in advance by the University president or designee and are conducted under University supervision and/or approved procedures. Student organizations may sponsor fund drives as outlined in the [Student Organization Handbook](#).
- F. Fund drives initiated by employees or students to benefit colleagues must be approved by the respective area's executive council representative and must be executed following the guidelines of [UNIV- 442 Food Safety](#).

- G. Non-University housing or apartment complexes are strictly prohibited from solicitation on campus unless coordinated through University Housing and have followed the specific guidelines established through that office. All information about listing off-campus housing must go through University Auxiliary Enterprises at 843-349-6402.
- H. An external entity or individual may contract a space to provide solicitation materials to the campus community. Entities and/or individuals are not allowed to approach students or other members of the community. To contract a space on campus, contact the Office of Scheduling and Space Management.

#### IV. PROMOTION

##### A. General Guidelines for University and External Entities

- a. Posting on vehicles is prohibited. Any organization or person found to be posting information on vehicles or other outdoor areas on campus will lose posting privileges and may face other sanctions.
- b. Approved postings are permitted only on approved bulletin boards and cannot be attached to interior or exterior walls, doors, windows, ceilings or floors of buildings, or other areas outside of buildings. Posters not affixed to bulletin boards will be removed.
- c. All posters or materials relating to employment opportunities for students must first be approved and registered through the Coastal Carolina University Office of Career Services.

##### B. University Entities

Students, student organizations, faculty/staff and departments commonly post signs in designated locations as a means of informing the University community of events. The University allows this practice when the following regulations designated to reasonably govern the time, place and manner of the postings are observed for the protection of the students and the appearance of the campus:

- 1. Student organizations posters/flyers/signs must be authorized by the [Office of Student Life](#) and must bear the authorization stamp with removal date. University departments are not required to gain authorization from the Office of Student Life, but are responsible for posting and removing posters/flyers/signs for sanctioned University events.
- 2. In an effort to increase our overall sustainability efforts, all are encouraged to use the electronic boards (e-boards) in each building to promote events and communicate information to the campus community. For information on how to access the electronic boards (e-boards), please contact University Marketing and Communication. Student organizations and

University departments may also use Coastal Connections and the CORQ App to advertise events to students, please contact the Office of Student Life for assistance.

3. Freestanding signs and outdoor suspended banners must be approved by the Office of Student Life for students or by University Marketing and Communication for all others.
4. Chalking of uncovered sidewalks is allowed for student organizations or University entities to promote Universitywide events. Chalking of areas other than uncovered sidewalks is against University policy and students or others may be held accountable for vandalism of University property.

#### C. External Entities

Businesses and other off-campus entities may be able to advertise on the Coastal Carolina University campus via the following processes:

1. Posters/flyers must be approved, stamped and posted by the Office of Student Life, located at 215A Lib Jackson Student Union at 843-349-2301. A maximum of 25 copies may be posted; all copies must be provided by the non-University entity.
2. Posters/flyers can be no larger than 8.5” by 11”.
3. Posters/flyers can only remain for two weeks. The Office of Student Life staff will remove flyers at the end of the two-week period.
4. Posters/flyers that reference body building/nutritional supplements or credit services, or that relate to the promotion or consumption of alcoholic beverages, tobacco, or products or services that are contrary to the policies or mission of the University are prohibited.
5. Sponsorship or advertising opportunities may exist through approved University departments including but not limited to the Department of Athletics, Student Affairs or through the Office for Philanthropy. For additional information, contact the department with whom you wish to collaborate.
6. Non-University housing or apartment complexes are strictly prohibited from promoting on campus unless coordinated through University Housing and have followed the specific guidelines established through that office. All information about listing off-campus housing must go through University Auxiliary Enterprises at 843-349-6402.

D. T-Shirts and Other Promotional Items – The Office of University Marketing and Communication must approve designs for any item that uses Coastal Carolina University trademarks and/or wordmarks. See Coastal Carolina University licensing restrictions on the [Licensing/Trademark Page](#).

- E. Paid Advertising – Opportunities are available on campus through student media, athletic promotions and other approved areas.
  - 1. Discounts offered by businesses for faculty and staff must be communicated to Office of Human Resources Equal Opportunity and, once approved, will be posted.
  - 2. Some business may be contracted through the University to make items available for sale to the University community.
  
- F. Additional Information
  - 1. The University will not authorize commercial solicitations by vendors for products or services that are contrary to the policies or mission of the University.
  - 2. This policy does not prohibit normal business contacts by authorized vendor representatives engaging in business with the University in compliance with other University policies, provided such contacts are made with the consent of University officials.
  - 3. At the discretion of the Office of Auxiliary Enterprises, vendors approved to supply vending privileges to the University community may be permitted to sell their products at restricted locations on campus for a limited number of days per year, provided that they register with the Office of Scheduling and Event Services, arrange space through the Office of Scheduling and Event Services, sign a Contract for Use of Campus Facilities form, provide the required Certificate of Insurance and pay the assigned fees.
  - 4. Exceptions to this policy must be approved by the Office of Campus Life and Student Engagement.

## V. POLITICAL ACTIVITIES

- A. University facilities are available to political candidates or parties upon request; however, the facilities will not be used for political rallies or for campaign purposes that would further the interest of the candidate or candidates of any one political party without providing similar access to other parties on an equal basis. University facilities can be contracted for use through the Office of Scheduling and Event Services (843-234-3432), in which charges are assessed based on the established rate schedule for external entities.
  
- B. Any political candidate sponsored by a department or organization is required to abide by the policy established in Part V. Section A above.
  
- C. The University welcomes visits by elected officials and their staffs, whether their visits are personal or in an official capacity. All such invited-visits are to be coordinated through the Office of Scheduling and Space Management. Visitors

must be reported to the Office of the President pursuant to the [Official Visitors to Campus Policy](#).

- D. Individual faculty, staff, students, and members of affiliated boards may support political candidates/parties of their choosing; however, the use of University resources to do so is only allowable in compliance with this policy.

## VI. FREE SPEECH EVENTS ON CAMPUS

- A. Student organizations or individual students who wish to hold a free speech event on campus should contact the [Office of Student Life](#) for consultation regarding the time, place and manner of the event, in support of their expression of free speech.
- B. External entities or individuals who wish to hold a demonstration or free speech event on campus should contact [Scheduling and Event Services](#) for consultation and to reserve and contract space at least two weeks prior to the event.
- C. Free speech events on campus should not disrupt the normal operation of the University, endanger the health or safety of others, and/or damage property.
- D. Because the University provides a location for these events, this does not mean the University endorses the content of speech or the event itself.

## VII. OFF-CAMPUS SPEAKERS

- A. Invited speakers and their sponsoring organizations or individuals are accountable to campus and civil authorities as well as for complying with all federal, state, and local laws, regulations and ordinances, as well as all CCU policies and procedures.
- B. Students or student organizations wishing to use University facilities for a visiting speaker must submit an event request to the Office of Student Life at least two weeks prior to the event.
- C. Other sponsoring organizations, must schedule off-campus speakers through Scheduling and Space Management at least two weeks prior to the event.
- D. Some events may require additional security. The decision to retain additional security will be made by the Department of Public Safety, in consultation with the sponsoring group. Charges for the additional security will be calculated at University-approved rates and are the responsibility of the sponsoring

organization. The Department of Public Safety does not provide personal protective detail for off-campus speakers.

- E. Other reasonably anticipated expenses are calculated at University-approved rates and are the responsibility of the sponsoring organization.
- F. Individuals, organizations, or external entities who fail to comply with this policy may be referred to the appropriate office and/or trespassed from campus, subject to SC Code 16-11-620.