

Leadership Activities

Event Publicity Guidelines

If you have any questions as it pertains to clubs please contact the Office of Leadership Activities

If you have any questions as it pertains to students outside of club events please contact the Dean of Students Office

A. Definition

For purposes of this policy, *publicity* is defined as any form of promotion or posting used to further the mission, vision, sponsored events/meetings or interests of a student(s) and/or student group/club at Skidmore College. *Posting* is considered to be any information tacked, tied, taped or stapled to any surface on campus. The College welcomes and encourages members of the College community, either as individuals or as members of campus organizations, to communicate information about events, concerns or other matters of general interest.

B. General Statement

Students are highly encouraged to use good judgment when posting information, images and language about campus. Profanity, vulgarity or other offensive language and images not conducive to the educational environment may not be included on postings. Any postings that have inappropriate and/or derogatory information directed to one specific member, or group of members, of the Skidmore community will not be tolerated. Students are expected to respect a community of diverse opinions and tolerances. While Skidmore College is a higher education environment, students must understand that the College community is made up of faculty, staff, alumni, fellow students, Saratoga Springs residents, etc.,

and postings should be sensitive to our expansive community. Posting locations are solely for sharing information that is intended to benefit the campus community as a whole and may not be used solely as personal message boards. Any such posting may be removed if found posted, at the discretion of the professional/student staff without notification. Additionally, all posting locations are viewable to the public and all material should be suitable for viewing by guests of all ages. Conflict mediation is the preferred reaction to posting complaints related to good judgment; however, other sanctions may apply.

The College does not require approval of campus postings before they go up. This policy is meant to guide students, groups, clubs and organizations, as well as academic and administrative departments, in appropriate use of designated posting locations. Students and student clubs may be subject to student conduct action for violation of any aspect of this policy. **Possible Sanctions** include, but are not limited to, verbal or written warning, campus posting restriction for a specified period of time, educational project or assignment and loss of campus posting privileges. A charge may be assessed if improper posting results in damage to property or requires extensive cleanup. Academic or administrative offices with material posted in violation of this policy will be notified for appropriate action.

C. Sustainability Statement

Skidmore College is committed to sustainability and the College's intention is reflected in its Strategic Plan. Skidmore strives to "enhance our ability to function as a socially and environmentally responsible corporate citizen" and "make the Skidmore campus an environmental laboratory, increase our emphasis on responsible planning for sustainable operation and continue efforts to reduce the College's 'environmental footprint.'" Skidmore's policies will help guide operations to ensure that we are fulfilling our commitment to sustainability. With this in mind, the mass posting of printed flyers to announce an event is strongly discouraged, since there are several electronic means through which activities can be publicized. In the spirit of cooperation and responsibility, student clubs and committees, college departments and other college groups are encouraged to cooperate with the event publicity guidelines listed below.

College events may be announced using Skidmore's all college event E-calendar, the *Skidmore News*, WSPN Radio, Student Activities Monitor (SAM), **Student Announcements**, college email lists, and *Scope Online*. Events that are "open to the public" may be announced on WSPN and through a news release from the Office of Communications and Marketing.

D. Postering/Printing Guidelines

In an effort to support our commitment to environmental sustainability, and as per New York State fire code, the College allows postering on campus in accordance with the following guidelines:

1. Flyers and posters may not be posted on any glass windows or doors for fire safety reasons, with the exception of the doors to the mailrooms, which are not fire exits, vehicles in college parking lots and on the ground both indoors and outdoors.
2. All flyers and posters must include the full name of the persons/groups responsible and the date of the event. If a flyer/poster does not include the date of an event (i.e. a campus campaign), it must include a date by which the poster will be removed.
3. Flyers and posters may not be posted using duct tape, paste or glue.
4. The persons/groups responsible for a given event are expected to remove outdated flyers and posters.
5. To encourage all student clubs and committees to avoid mass posting of printed flyers/posters, the Student Government Association has limited the funds available for advertisement. College departments and other college groups are encouraged to limit printing to 25 flyers/posters for each event.
6. Leadership Activities staff or the persons/groups responsible will remove flyers and posters that violate any of the postering guidelines. If Facilities Services is required to assist in the removal, fees may apply.
7. Print on both sides of the paper as standard procedure.
8. Avoid all campus mailing of flyers whenever possible. Instead, mail announcements to department chairs and office directors for the posting in appropriate locations and for sharing with colleagues and staff. Also, use the doors to the mailrooms, which are not fire exits, to post flyers instead of individual mail announcements.
9. No more than 50% of a wall may be covered.
10. Skidmore's Poster Policy may be viewed [here](#).

E. Chalking Guidelines:

In an effort to protect building facades from damage and decay and at the same time permit a form of creative expression that has proven popular with student organizations, the College allows chalking on campus in accordance with the following guidelines:

SKIDMORE
1. Chalking only on uncovered, horizontal, concrete and asphalt surfaces where the rain will wash away the residue.

2. Only erasable, water-soluble chalk may be used. Aerosol chinks and the spraying of chalk with any other substance in order to preserve it (i.e. hairspray) are prohibited.
3. All chalking must be signed with the full name of the persons/groups responsible.
4. Chalking that violates any of the chalking guidelines will be removed by Facilities Services or the persons/groups responsible. Facilities Services, in coordination with the Office of the Dean of Student Affairs, may assess a removal fee.

F. Case Center Tables/Large Posters

Information tables and large posters are a great way to reach out to the community about your event or cause. The tables and large poster spaces are located on the main (second) floor of Case Center. At times, tables and posters can be set up/hung outside of the campus center with approval from the Office of Leadership Activities. Table and large poster spaces must be reserved online through the [Scheduling Office](#) using the [Tables and Poster Spaces Form in EMS](#). To ensure equitable access to limited resources, there is a 10 consecutive day limit to poster spaces per reservation.

A Skidmore student club or department must sponsor all Case Center tables and posters reservations. Off-campus vendors should contact the Skidmore Shop.

G. Non-College Organization and Off-Campus Vendor Guidelines:

In an effort to reduce the number of off-campus postings and centralize the communications, the College allows postering on campus in accordance with the following guidelines:

1. Non-college organizations and off-campus vendors that wish to publicize events and advertise on campus may only post on the designated bulletin board on the first floor of Case Center.
2. Non-college organizations and off-campus vendors may advertise with the Skidmore News and WSPN Radio.

H. Additional Restrictions and Requirements:

1. Office of Leadership Activities acknowledges that a policy of this nature may not anticipate every possible issue that may arise with respect to club publicity. Additionally, other College policies may need negotiation if in conflict. As a result, the College reserves the right to impose reasonable restrictions and/or requirements with respect to the time, place and manner of club publicity. These restrictions may be in addition to, or in lieu of, those set forth in the policy.

2. Office of Leadership Activities reserves the right to amend these guidelines at any time or as required by College, state or applicable federal regulation change.