THE UNIVERSITIES AT SHADY GROVE STUDENT PROMOTION AND COMMUNICATION POLICY

The Universities at Shady Grove (USG) departments, student organizations and partner programs are encouraged to promote and advertise their events and services located at USG. Below is a list of policies and procedures to guide outreach and communication to current students.*

General USG Student Promotion and Communication Policies:

- Only currently enrolled students, registered student organizations, USG departments, and partner programs may submit materials to be posted on campus. Posters, flyers or announcements by non-university groups are only allowed on the designated Community News bulletin boards.
- All content should be respectful of the diverse beliefs, opinions, and attitudes that exist in an institution of higher learning. Content that is deemed hostile, abusive or threatening will be removed immediately.
- All posting materials must be approved by the Office of Student Services (OSS) and receive a space reservation confirmation prior to posting.
- Any material that is posted without stamped approval is subject to removal by OSS. Posting of any material on buildings, walls, trees, utility poles, etc. is prohibited.
- Posters and flyers must not exceed 18 x 24 and are limited to one per posting area.
- Posters and flyers are posted on a first come first serve basis as space allows. In the event, that promotional space is exhausted preference may be given to programs, events, and services open to the broader USG community.
- Materials advertising a student event/activity should include the name and contact information of the sponsoring group, event name, date, time and location, and the phrase "USG/College ID required."
- Materials will be removed after two weeks or immediately following the conclusion of the event, unless other arrangements are approved in advance.

*The USG Student Communication and Promotion Policy is intended to govern communication efforts targeting current students only, however, resources and processes included in this policy may be utilized for faculty and staff promotion and communication efforts as needed and deemed appropriate.

Methods of Advertising

Advertising for campus events and programs is encouraged and there are several options available. Below are the available resources that can be utilized for communication and promotion around campus.

USG Weekly
USG Weekly is an e-newsletter distributed every Monday during the academic year. This is the primary method of electronic communication intended to notify current students of campus events, programs, opportunities and activities. Requests must be submitted through the Student Promotion and Communication Request Form and must follow size and format guidelines i.e. jpeg or pdf images 2mb or less, 60-word maximum. Each submission may run for a maximum of 3 issues.

USG Highlights
USG Highlights is a weekly flyer promoting campus events and services. OSS compiles, designs, prints, and posts flyers in bathroom stall doors, outside campus elevators, inside garage elevators and in high traffic study rooms. Requests to be included on USG Highlights must be submitted through the Student Promotion and Communication Request Form and approval is not guaranteed due to limited space.

USG Social Media
The USG Marketing and Communication Office as well as the Office of Student Services maintains numerous social media accounts. Requests to post to Social Media may be made through the Student Promotion and Communication Request Form.

USG Flat screen TVs
USG Flat screen TVs are located throughout campus and are managed by a variety of offices. Electronic flyers in a PowerPoint slide must be submitted through the Student Promotion and Communication Request Form.

Connect@USG
The USG Student Life portal Connect@USG houses a homepage where events and news can be submitted for posting and viewed by current students with an active login. Offices that do not have a login may submit events or notices through the Student Promotion and Communication Request Form.

SAS Flyer Rack
The flyer rack and information table is located in the SAS Suite and maintained by OSS. Handouts and flyers may be dropped off to OSS for approval and placement; size should not exceed 8.5x11.

Outdoor Banner Space
Banner space may be reserved by USG departments, partner programs or registered student organizations to advertise large events or programs open to the broader USG Community. Although there is no charge to display a banner, the cost of printing a banner is the responsibility of the group. Currently, there is only one approved campus location for hanging banners outside. Requests must be submitted through the Student Promotion and Communication Request Form and will be fulfilled by the USG Facilities Office. Outdoor banner space negotiated as part of a Conference and Events Contract operates outside of these requirements.

The general guidelines for hanging banners are as follows:

- Banner space must be reserved through the Event Submission Form and obtain approval prior to hanging the banner
- Banner dimensions: Banner must be no larger than 20ft wide and 4.5ft tall
- Groups are responsible for providing banners that are made of plastic, vinyl or canvas and professionally made
- Banners must have grommets (reinforced holes) in them to ensure that the banner to be hung properly

Bulletin Boards and Kiosks

There are several types of bulletin boards and kiosks on campus. These are reserved for the use of the USG campus community to advertise on-campus events or programs except as noted. All posted materials must be approved by OSS and will be posted by OSS within three business days as space permits. Posters/flyers that are not approved or are deemed offensive will be removed immediately. Space is available on a first come, first serve basis and are limited to one flyer or poster per posting area. In the event, that promotional space is exhausted preference may be given to programs, events, and services open to the broader USG community. OSS reserves the right to post flyers/posters on any of the following:

- **Outdoor Kiosks** (2) are located outdoors on either side of Building III to advertise programs and events once approved. Maximum size for posting in Outdoor Kiosk is 18x24.
- **Locked Bulletin Boards** are located throughout campus. One flyer per event is permitted. Maximum size for a flyer/poster is 11x17.
- **Traditional/Open Bulletin Boards** are available to post materials related to the campus community. One flyer per event is permitted. Maximum size for a flyer/poster is 18x24.
- **Tall Wooden Kiosks** are located throughout campus. Except on kiosks that are labeled and maintained by a specific department one flyer per event is permitted. Maximum size for a flyer/poster is 18x24
- **Top Row of Café Windows** are available for posting events that will fall within 3-5 business days. One flyer per event is permitted. Maximum size for a flyer/poster is 11x 17.

"Day of" Promotion Options
"Day of" Promotions will be available on a first come, first serve basis.

Chalking
Chalk may be used by students, faculty, and staff to create messages intended to promote a service or event on approved surfaces of USG. Arrangements must be made in advance through OSS and sample text content and images must be provided. OSS can provide chalk upon request. All chalking must be in compliance with the following requirements:

- Messages may be written only on flat horizontal, uncovered, concrete, sidewalk surfaces.
- Chalking on the USG Boardwalk or other walkways is strictly prohibited.
- No messages may be written on vertical surfaces including but not limited to walls, buildings, pillars, posts, benches, doors, trash receptacles, or kiosks.
- Chalked messages may not deface decorative symbols or sculptures located on walkways (i.e. engraved text in concrete).
- Messages must be written in chalk that is water soluble. (Approved chalk includes commercially sold sidewalk chalk)
- Messages may not cover over existing messages
- Chalking should be limited to day before and/or day of promotion
- Messages in violation of the USG Student Promotion and Communication Policy will be removed immediately

Sandwich Boards
There are three sandwich boards located in OSS. Requests should be made at least five (5) days prior to the event date. The requesting group or office is responsible for arranging a time to come in to design their message on the sandwich boards. Use of sandwich boards is typically limited to day of promotion.

Clarus Board (Lobby Information Board, Bld. III)
This large writeable board is managed by OSS. Requests should be made at least five (5) days prior to the event date. ALL announcements will be written by OSS staff. Use of the Clarus board is typically limited to day before and/or day of promotion.

USG-Student Listserv
Student emails collected per individual partner negotiated data MOUs. Email information will be compiled and populated into a listserv housed by the Office of Information Technology. Utilization of this listserv is limited to essential USG student notifications and information. See policy on USG Student listserv for more information.

USG-Emergency Listserv
All student, staff, and faculty with a presence on the USG campus are required to have their contact information submitted by their institution at the beginning of each semester. Email information will be compiled and populated into an emergency listserv housed by the Office of Information Technology and the Office of Safety and Security. Utilization of this listserv is limited to emergency alerts and notification.

USG Weekly
The USG Weekly is developed and distributed by the Office of Student Services every Monday throughout the academic year. This is the primary method of electronic communication intended to notify current students of campus events, programs, opportunities and activities. The USG Weekly Distribution List currently includes:
- Emails of students taking courses at the USG campus as negotiated and provided by individual partner data MOUs
- Official USG department staff
- Faculty teaching courses at USG
- Additional students, faculty, staff, or community members that independently elect to subscribe to the USG Weekly distribution list

USG Social Media
USG recognizes the tremendous opportunity and responsibility in using social media to connect directly with prospective students, current students, faculty, staff, parents, partners, donors, media, community members, and graduates of programs offered at USG. In order to maximize the impact of all USG-affiliated social media channels USG departments and offices must contact the USG Marketing and Communications Department if they are interested in creating a social media account.

USG Website and Events Section
Trained Content Management System (CMS) users on the USG website have the ability to create and post events to the News & Events section of the website. Send requests to have the event featured on the News & Events Carousel and/or the Homepage to Kristen Koehler at KKoehler@umd.edu.

Tabling
USG Conference and Events manages all tabling requests. Student organizations must contact OSS to facilitate the reservation process.

Temporary Display Requests and/or Proposals
Temporary Display Requests and Proposals should be submitted to the USG Student Communication Committee for review and vetting. All requests and proposals must include the following information and

be sent to the USG Student Communication Committee Chairs, Andrea Milo amilo@umd.edu and Kristen Koehler kkoehler@umd.edu:

- Description
- Desired Location
- Purpose
- Timing requests
- Facility/maintenance considerations including any funding or material needs

Approved 2/15/17