

<b>SUBJECT:</b> Poster Policy	<b>POLICY NO:</b> SL-7	<b>LAST REVIEWED:</b> 05 March 2018
<b>APPROVED BY:</b> Council	<b>MANAGED BY:</b> Marketing & Communications Manager	<b>NEXT REVIEW:</b> 12 Months Post Approval

## **SUMMARY**

### **Policy Statement**

BCITSA uses poster boards on all BCIT campuses to help inform students and the BCIT community of events, as well as to advertise certain promotions and services. These visual aids help to strengthen the communication between students and BCITSA.

### **Purpose of This Policy**

The purpose of this policy is to:

- Specify appropriate and inappropriate materials for posting
- Identify a priority setting for the types and purposes of Posters
- Outline the procedure in which Posters are approved

### **Application of This Policy**

This policy applies to all employees, students, and groups wishing to post Posters on a BCITSA Poster Board. This Policy does not apply to Posters on other surfaces at BCIT, and BCITSA shall defer to all requests not specifically related to Posters on BCITSA Poster Boards to BCIT Facilities Management.

### **Related Documents and Legislation**

N/A

### **Forms Associated With This Policy**

N/A

### **Amendment History**

- Created 05 March 2018

## **DEFINITIONS**

### **BCIT Facilities Management**

BCIT Facilities Management is the department of BCIT that is responsible for the maintenance of BCIT Facilities.

### **BCITSA Poster Board**

A BCITSA Poster Board is any poster board considered to be an Executive Use Board or a Community Use Board. When the reference does not specify a single classification, it shall be assumed to refer to all BCITSA Poster Boards.

### **Executive Use Board**

An Executive Use Board is any board on a BCIT campus that is designated for use exclusively by the BCITSA. BCITSA has the authority to approve which Posters are permitted to be placed on the boards.

### **Community Use Board**

A Community Use Board is any board on a BCIT campus that is designated for use by the BCITSA, clubs, and the BCIT community. BCITSA has the authority to approve which Posters are permitted to be placed on these boards.

### **Poster**

A Poster is defined as any physical printed paper designed to be placed on a poster board or other similar surface.

## **DUTIES AND RESPONSIBILITIES**

### **Marketing and Communications Manager**

The Marketing and Communications Manager is responsible for the interpretation and enforcement of this policy.

### **Chief Returning Officer**

The Chief Returning Officer is responsible for the interpretation and enforcement of this policy as it relates to Posters related to BCITSA elections.

**POLICY**

**1. Postering**

**1.1. Poster Sizes**

- a. Individual Poster shall normally not be larger than 11"x17" sized paper.
- b. Poster clusters, or a group of Posters serving to depict a single image or message together, shall normally be limited in size to 4-8.5"x11" papers.
- c. Any Posters that are larger than the requirements specified in sections 1.1.a. and 1.1.b of this Policy shall require the written consent of the Marketing and Communications Manager prior to posting, and will only be permitted for Posters related to BCITSA internal operations, services, or campaigns.

**1.2. Priority of Posters**

- a. Due to the volume of Poster requests, BCITSA may be required from time to time to prioritize which Posters shall be placed on BCITSA Poster Boards.
- b. The following list shall denote the priority list for Posters on BCITSA Poster Boards, from highest to lowest:
  - i. Posters related to BCITSA internal operations, services, or campaigns (elections or referendums)
  - ii. Posters related to BCITSA Executive elections
  - iii. Posters related to Club Events or promotion of Clubs
  - iv. Posters related to BCIT Posters
  - v. Posters related to sponsorship agreements of the BCITSA
  - vi. Posters from external groups
  - vii. Any other Posters
- c. All decisions related to prioritizing Posters shall be at the discretion of the Marketing & Communications Manager and shall be considered final.

**1.3. Posting Guidelines**

- a. All Posters shall be approved as per this Policy prior to posting.
- b. Posters shall be approved for a maximum of up to four weeks after the effective date-stamp on the Poster.
- c. Groups or individuals shall be responsible for the removal of their respective Posters. Failure to remove postings may jeopardize future Poster privileges for that group or individual.
- d. Posted materials shall not compete or conflict with BCITSA activities, those of its tenants, or BCIT.
- e. All Posters shall be posted using tacks where provided, and masking tape only.

**1.4. Posters on Surfaces Other Than BCITSA Poster Boards**

- a. Posters for any purpose other than BCITSA Executive elections shall not be permitted on any surfaces other than BCITSA Poster Boards. For greater clarity, approval from BCITSA shall only be applicable to BCITSA Poster Boards for these materials.
- b. Posters for BCITSA Executive elections may be permitted on surfaces other than BCITSA Poster Boards due to agreement between BCIT and BCITSA to increase visibility of the election. In this case, any additional permissions and responsibilities shall be communicated to the candidates prior to the campaign period.
  - i. Posters for BCITSA Executive elections shall be subject to the guidelines and procedures of this Policy, regardless of the location they are posted.

**1.5. Right to Remove Posters**

- a. BCITSA, BCIT Facilities Management, or BCIT Safety, Security and Emergency Management reserve the right to remove any materials that cause unnecessary levels of clutter.
- b. BCITSA, BCIT Facilities Management, or BCIT Safety, Security and Emergency Management reserve the right to remove postings that do not comply with this policy without notice or reimbursement.

- c. Any posted materials found covering other posted materials shall be removed by BCITSA without notice or compensation.
- d. Groups or individuals affiliated with Posters that do not comply with this Policy may be assessed the cost associated with the removal of said Posters.

## **PROCEDURE**

### **1. Non-Election Postering Procedures**

#### **1.1. Approval Process**

- a. Individuals or groups wishing to have a Poster approved to be placed on BCITSA Poster Boards shall submit their Poster to the Marketing & Communications Manager or designate, either electronically or in person at the main reception of BCITSA.
- b. The Marketing & Communications Manager shall review all Poster requests to ensure they comply with this Policy.
  - i. If a Poster does not comply with this Policy, the Marketing & Communications Manager shall inform the student or club of what is in non-compliance, and encourage them to revise it.
  - ii. BCITSA shall not be responsible for revising or editing Posters on behalf of a student or club.
- c. Once a Poster is approved, the Marketing & Communications Manager, or a member of the SA Marketing team shall notify the individual or group that their submitted Poster has been approved, and for which classifications of BCITSA Poster Boards they are approved for.
- d. Once approved, the student or Club shall bring the number of Posters they wish to post to the main reception of BCITSA, where an employee shall date-stamp and add an approval stamp to each Poster to denote approval.
- e. Once the Posters are stamped, the student or Club shall be responsible for placing their Posters on the appropriate BCITSA Poster Boards in compliance with this Policy.

- f. Students and clubs shall be responsible to remove their materials when their event has passed. Failure to do so may result in a loss of postering privileges in the future.

## **2. Election Postering Procedures**

### **2.1. Approval Process**

- a. Candidates of any BCITSA Election or Byelection wishing to have a Poster approved shall submit their Poster to the Chief Returning Officer or designate, either electronically or in person at the main reception of BCITSA.
- b. The Chief Returning Officer shall review all Poster requests to ensure they comply with this Policy, as well any additional stipulations as per BCITSA Bylaws and Regulations.
  - i. If a Poster does not comply with this Policy, BCITSA Bylaws, or BCITSA Regulations, the Chief Returning Officer or designate shall deny approval and inform the student of the specific grounds of non-compliance.
  - ii. Neither the Chief Returning Officer nor BCITSA shall be responsible or permitted to revise or edit Posters on behalf of a candidate.
- c. Once a Poster is approved, the Chief Returning Officer or designate shall notify the candidate that their submitted Poster has been approved. This approval shall be for all BCITSA Poster Boards and all additional spaces provided as per section 1.4.b of this Policy.
- d. Once approved, the candidate shall be responsible for ensuring that their Posters are posted in compliance with this Policy and any additional stipulations as per BCITSA Bylaws, Regulations, or decisions of the Election Committee.
- e. Candidates shall be responsible to remove their Posters in compliance with deadlines set out by the BCITSA Bylaws or decisions of the Election Committee. Failure to do so may result in additional action being taken by the Election Committee.