

<b>Title: Hanging Banners on Campus</b>	<b>Type: KI Key Administrative</b>
No: KI 1011	Approval Date:11-6-2017
Responsible Office: Business Services	Recommended By: College Policy Committee, 8-24-2017 Approved By: President’s Council, 11-6-2017; President, 11-6-2017
Next Review: 2022-2023	Revision No:

**I. Purpose/Introduction/Rationale**

An academic or administrative unit, College-recognized group or organization, or College affiliated department may display a temporary banner on College facilities and grounds in accordance with this procedure.

**II. Definition**

**Banner:** For purposes of this document, a “banner” is temporary signage that is displayed on campus for no more than two (2) weeks and that expresses a message by words, symbols, logos, slogans, or other means. Banners covered by these procedures are those displayed or posted in the designated locations listed in this document.

**Event:** For purposes of this policy, an event is an activity (1) sponsored by and through an academic or administrative unit, College-recognized group or organization, or affiliated organization that is (2) open to the entire College community, and (3) offers an educational, cultural, recreational, or social opportunity in furtherance of the institutional mission.

**III. Procedure or Application**

The following procedures are required to preserve the appearance, accessibility, and safety of the campus and promote communication of accurate information regarding College sponsored or affiliated programs, activities, and events.

**A. Authorized users/representatives.** A Rollins-sponsored event or initiative held on the College campus may be publicized by a banner. An academic or administrative unit, recognized group or organization or affiliated organization, (hereafter, “Sponsor”) requesting authorization must designate a responsible person (“Authorized Representative”) to process the request.

**B. Request form and procedure.** The Authorized Representative must complete the following at least 15 business days from the hanging date of the banner:

1. Reserve the desired banner location in Virtual EMS. Banners can be displayed for no more than two (2) weeks.
2. Submit a Facilities Management Department “Facilities” work request for banner hanging, after the EMS request has been APPROVED.
3. If this is a new banner, a notification is sent from EMS when Print Services is selected. The Graphic Designer will contact requestor.
4. Print Services will deliver new banners to Facilities. Previously used banners should be delivered to Facilities by the sponsoring department two (2) days in advance of the requested display date. Facilities will hang the banner.
5. Once the banner posting dates end, Sponsor/Authorized Representative is responsible for picking up the banner from Facilities within one (1) week.

**C. Banner content.**

1. The primary message on a banner must communicate accurately the nature of the event. Additional useful content includes the place, date, and time of the event, and ticket purchase information.
2. The banner may not contain unlawful speech, hate speech, nor promote the consumption of alcohol or the use of illegal substances.

3. If the name of a non-affiliate will appear on the banner because of a co-sponsorship or host relationship with a College sponsor, the content of the banner must clearly promote the event as its central message and, in most instances, the College sponsor's name should appear on the banner.
4. The Graphic Designer will review and approve banners for content. Should there be question regarding the appropriateness of a banner, the Graphic Designer will forward to the Chief Marketing and Community Relations Officer for approval.

**D. Banner quality.** All banners must be of professional quality and printed by Rollins Print Services (heavy vinyl or canvas) and made of materials, including affixation methods, that will not damage campus facilities.

**E. Display locations.** Banners shall be posted only at the authorized locations designated in this document.

**F. Priority of requests.** Requests will be processed in the order in which they are received. Due to the limited number of banner venues, a maximum of two (2) banners may be placed on the number of locations. Scheduling & Event Services reserves the right to approve or deny any space request based on policy, institutional priority, and signature events.

**G. Damage.** The College assumes no responsibility for the security of banners at any time during their posting, display, or removal.

**H. Locations available on Virtual EMS**

1. Front of Campus Center (2)
  - a. Two (2) complementary designed banners (from same department or advertising same event)
2. East wall on Annie Russell (scene shop facing sports center) (1)
3. Bush Science Center (side when entering campus) (1)
4. Outside of Olin Library (2)
  - a. Two (2) complementary designed banners (from same department or advertising same event)
  - b. Olin Library has first right of refusal
5. Front of Mills Building (1)
6. Johnson Plaza (back of Mills Building) (1)
7. Outside of Alford Sports Center (1)
8. Bush Science Center inside along stairs (1)

**I. This procedure does not apply to:**

1. The display of banners inside the Cornell Campus Center. Banner reservations for that space can be made at the Center for Inclusion & Campus Involvement (CICI) in Chase Hall.
2. The Cornell Fine Arts Museum.
3. Residence Halls, exterior and interior, including the display of banners or other forms of symbolic speech by students in residence hall window interiors visible to the general public, which are governed by Residential Life & Explorations policies and procedures.
4. The display of banners or other forms of symbolic speech in the interior of windows of academic or administrative buildings visible to the general public.
5. Chase Hall
6. The use of trees is discouraged, however, in special circumstances, requests may be made to the Assistant Director of Facilities for Grounds. Requests must be made at least two (2) weeks in advance of hanging.
7. Crummer Graduate School of Business
8. Athletic Facilities

#### **IV. Related Policies or Applicable Publications**

*[Not applicable.]*

#### **V. Effective Date**

This policy is effective January 1, 2018, and supersedes all previously issued versions.

#### **VI. Appendices/Supplemental Materials**

Virtual EMS link: <https://events.rollins.edu/virtualems/>

#### **VII. Rationale for Revision**

*[Not applicable.]*