



**UMBC POLICY ON POSTING OF NOTICES AND EVENT ROADWAY AND
FOOTPATH SIGNAGE
UMBC Policy VI-13.00.02**

I. POLICY STATEMENT

This Policy on the Posting of Notices and Event Roadway and Footpath Signage is intended to define the conditions under which notices and signage may be posted on University property.

II. PURPOSE FOR POLICY

This Policy is adopted to establish an understanding of the requirements governing the posting of notices and signage on University property and to assure that all postings are in accord with the University's mission, goals, and policies of inclusive excellence that honor freedom of expression and complies with the First Amendment. This Policy is also adopted to protect and maintain the aesthetic nature of the University's property. This Policy establishes conditions for the posting of advertisements and notices by Campus-based Users, Sponsored Users, and External Users. This Policy also mandates and ensures compliance with other University policies and State law; regulates the time, place, and manner of the posting of notices and signage; identifies campus resources responsible for approving postings; defines important terms; and describes consequences for violations of the Policy or its associated procedures.

III. APPLICABILITY AND IMPACT STATEMENT

This Policy addresses all facets of the University, including divisions, colleges, departments, operating units, student organizations, Sponsored Users, and External Users.

IV. CONTACTS

Direct any general questions about this University Policy first to your department's administrative office. If you have specific questions, call the following offices:

Subject	Contact	Telephone	Email
Policy Clarification	Associate Director, Campus Life Operations	410-455-1446	schedule@umbc.edu
Policy Clarification	Associate Director, Campus Life Marketing & Communication	410-455-1715	commonvision@umbc.edu
Postings in on-campus residential areas	Residential Life Office	410-455-2591	
Postings in The Commons	Assistant Director, Campus Life Facility & Operations	410-455-8412	schedule@umbc.edu
Event-Related Roadway and Footpath signage	Event & Conference Services	410-455-1446	schedule@umbc.edu

V. UNIVERSITY POLICY

- A.** For a list and description of the various types of advertising and posting mediums and locations in The Commons, please contact the Associate Director for Campus Life Marketing & Communication.
- B.** Postings in Residential Life spaces are managed by the Residential Life Office. For more information on Residential Life procedures and guidelines, please contact their office directly.
- C.** Several areas of the University that are not designated for the posting of advertisements and notices include, but are not limited to, the interior of classroom spaces, light poles, brick facades, trees, fences, public tables/chairs, windows, vending machines, benches, doors, and vehicles.
- D.** All roadway and parking lot directional signage must be provided and placed by the UMBC Facilities Management Sign Shop. For more information on how to make such a request, please contact Event & Conference Services (ECS).
- E.** Advertisements for events sponsored by Campus-Based Users and those taking place at the University are given posting priority. Advertisements for activities not connected with the University may be posted only as space permits
- F.** An advertisement must include the name and phone number or email address of the sponsoring organization or individual, visibly on the front of all the in addition to the date of the event or meeting being announced. General, undated materials may be removed to accommodate postings for specific University events.
- G.** Bulletin boards located in academic spaces are provided for the use of Campus-Based Users only and are often controlled by specific departments, depending on their location. These boards are not available for general advertising.
- H.** Digital signage is for use by Campus-Based Users only.

- I. For information related to sales and solicitation activities at UMBC, please review *UMBC VIII-16.00.01 UMBC Policy on Sales and Solicitation*.
- J. Potential violations of this Policy by students and/or registered student organizations will be referred to Student Conduct & Community Standards for review. Sanctions for violating this policy by students and/or registered student organizations may include, but are not limited to: fines and/or restitution, loss of future posting and/or facilities use privileges, loss of recognition for registered student organizations, other disciplinary sanctions, and educational conditions appropriate to the circumstances. Potential violations of this Policy by University employees will be referred to Human Resources for review. Sanctions for violating this policy by University employees may include, but not limited to: disciplinary action and educational conditions appropriate to the circumstances by the University. Potential violations of this Policy by Non-university groups will be referred to the University Police and may be subject to criminal prosecution and/or arrest.

VI. DEFINITIONS

[THIS SECTION SHOULD SET FORTH DEFINITIONS FOR THE KEY PARTIES/TERMS USED IN THE POLICY.]

Campus-Based User	All UMBC divisions, colleges, departments, operating units, and student organizations using the requested Facility for UMBC business with appropriate authorization to provide a UMBC chart string to which all charges associated with usage will be billed. If the Facility use is not for UMBC business or if the Campus-based User planning the Facility use cannot demonstrate that the majority (minimum 51%) of attendees will be current UMBC students, faculty, or staff, then the User will be classified as a Sponsored User or External User for the purposes of the Facility use. University business includes, but is not limited to, an event/activity that is a requirement of the Campus-based User as it relates to their mission.
Sponsored User	An organization or group whose affiliation with UMBC derives primarily from the participation of a UMBC employee in the organization's leadership, and whose organizational purpose advances or supports the educational, research, or public policy mission of UMBC.
External User	An individual, or a group of individuals, organization, association, or business not affiliated with UMBC. Affiliation with UMBC, or not, will be determined in the sole discretion of, and by, ECS
User	An entity approved by ECS to post notices and signage. A User will be classified as a Campus-based User, Sponsored User, or External User in the sole discretion of, and by, ECS.
University or UMBC	University of Maryland, Baltimore County (UMBC).

VII. APPROVAL AND PROCEDURES

[THIS SECTION SHOULD SET FORTH THE APPLICABLE APPROVALS AND THE PROCEDURES TO BE FOLLOWED, IF BRIEF. IF NOT BRIEF, PROVIDE A LINK TO WHERE THE FULL PROCEDURES MAY BE FOUND.]

- A. The Director for Campus Life (or designee) has approval authority for any exceptions to the procedural checklist maintained by ECS.
- B. The Vice President for Student Affairs has approval authority for any exceptions to this Policy.

VIII. DOCUMENTATION: None

IX. RESTRICTIONS AND EXCLUSIONS: None

X. RELATED ADMINISTRATIVE POLICIES AND PROCEDURES:

- A. [UMBC VI-4.10.01 Policy on Facilities Use](#)
- B. [UMBC VIII-16.00.01 Policy on Sales & Solicitation](#)
- C. [UMBC VI-8.00.01 Policy on Alcoholic Beverages at University Events](#)

Administrator Use Only

Policy Number: VI-13.00.02

Policy Section: General Administration

Responsible Administrator: See Above

Responsible Office: See Above

Approved by President: Revisions approved 12/12/20

Originally Issued: _____ (date)

Revision Date(s): 12/14/20