
 STUDENT HOUSING SERVICES	Policy No: 013-89-7.0	Approval: July 27, 2014 Cancels: March 2009
	Signature/Position: 	Distribution: Director, Student Housing Services Public
Title: POSTERING/ADVERTISING POLICY		
<p>Preamble: The University has delegated responsibility for approval of postering requests particular to residence buildings to Student Housing Services and Interhall Council. The following policy is to be used as a guideline for those wanting to poster in the residences, in line with the regulations set forth by the University.</p> <p>The goals of this policy are as follows:</p> <ul style="list-style-type: none">• To maintain the quality aesthetic standards for the residence buildings that are consistent with the University's Student Rights and Responsibilities• To maintain control over what is displayed in the residences• To comply with Provincial building and fire codes• To regulate areas for commercial postering and promotional materials• To maintain a standardized system in which posters are approved for display within residences• To be sustainable and reduce the amount of paper waste generated and encourage recycling of removed materials <p>This policy is associated with the University of Guelph <u>On Campus Advertising Promotion, Sales and Solicitations Policy</u></p>		

Contents:

[1.0 Scope](#)

[2.0 Definitions](#)

[2.1 Internal Groups](#)

[2.2 External Groups](#)

[2.3 Non-Affiliated Groups](#)

[2.4 Poster](#)

[2.5 Banner](#)

[3.0 Restricted Advertisements/Promotions](#)

[4.0 Types of Advertisement/Promotion](#)

[4.1 Posters](#)

4.1.1 Internal Groups

4.1.2 External Groups

i) Central Student Association

4.1.3 Non-Affiliated Groups

[4.2 Banners](#)

[4.3 Flyers/Handbills](#)

[4.4 Chalking & Window Markers](#)

[4.5 Other](#)

[5.0 Designated Locations](#)

[6.0 Monitoring](#)

[7.0 Violations of the Poster/Advertising Policy](#)

[8.0 Sustainability Statement](#)

[9.0 Election Materials](#)

[10.0 Quick Reference](#)

[Appendix A : Designated Residence Poster/Advertising Locations](#)

[Appendix A : Canvassing Etiquette Guide for Residence](#)

1.0 Scope

This policy applies to all residents living in a residence building at the University of Guelph and stakeholders who wish to poster/advertise in residence. This poster is affiliated with the University of Guelph's On Campus Advertising, Promotion, Sales & Solicitation Policy

1.1 Authority

Student Housing Services reserves the right to modify the Postering/Advertising Policy at any time. Student Housing Services reserves the right to remove any and all posters deemed to be inappropriate or in violation of this policy.

2.0 Definitions

2.1 Internal Groups

Are designated by Student Housing Services and typically include departments that fall under the Student Affairs division at the University of Guelph.

2.2 External Groups

Are designated by Student Housing Services and typically include departments and /or services affiliated with the University of Guelph or provide a service/cultural awareness/information that is considered a benefit or necessary for residence students.

2.3 Non-Affiliated Groups

Are designated by Student Housing Services and typically include groups/businesses/advertisements that are commercial in nature (ie. soliciting).

2.4 Poster

An advertisement or information piece no larger than 18" x 14" (45cm by 35 cm)

2.5 Banner

An advertisement larger than 18" x 14" and smaller than 6 x 3 ft.

3.0 Restricted Advertisements/Promotions

Advertisements or materials for promotion that include the following will not be approved and as such are not permitted to be posted anywhere within a residence building. Materials may not:

- contain information that contravenes the Student Housing Services Alcohol Policy or promotes alcohol consumption;
- contain information that is deemed by Student Housing Services to be offensive, inappropriate or vulgar in nature;
- violate any University policies or Federal/Provincial/Municipal legislation

4.0 Types of Advertisement/Promotion

4.1 Posters

All posters must not exceed 18"x14" and will typically not be approved for a period longer than 2 weeks for upcoming events and up to 3 weeks for information/service.

Approved posters must include a logo identifying the sponsored organization or group. More than one poster per event on the same bulletin board or poster rail is not permitted (this includes multi-day events).

4.1.1 Internal Groups Posters

Posters must be approved by Student Housing Services and should be submitted for approval to the main office in Maritime Hall by Fridays at 4:30pm. Please contact SHS for appropriate quantity.

4.1.2 External Groups Posters

Posters must be approved Student Housing Services and must not exceed the allowable quantity. Quantity of posters permitted is determined by SHS and based on the nature of the poster. Some posters may require an 'approved until' stamp.

Posters must be submitted to the main office in Maritime Hall by Fridays at 4:30pm and will be posted in residence (*on External Bulletin Boards –see Appendix A*) by the following Tuesday by a SHS staff member.

i) Central Student Association

Student Housing Services and Interhall Council recognize the Central Students Association (CSA) as an essential resource to residence students.

The CSA will designate an individual who will be responsible for coordinating and monitoring the poster run for designated residence bulletin boards as outlined in Appendix A. The CSA designate will be responsible for signing out fob access to residence buildings at the beginning of each semester and signing in fob access the conclusion of each semester.

The CSA will provide the names of the poster run designate(s) to the Office of the Director in Student Housing Services and ensure that the designate(s) is displaying proper identification at all times for security purposes while in the residence halls.

4.1.3 Non-Affiliated Groups Posters

Non-Affiliated group posters are not permitted anywhere in the residence environment.

4.2 Banners

All banners must not exceed 6 x 3 feet and must be approved by the Residence Life Manager. Interhall council may seek approval from the VP Communications-Interhall for IHC banners.

Banners cannot be displayed for more than 3 weeks and must be removed immediately after the event or period of approval. Banners must be hung in designated locations (**Appendix A**).

Non-Affiliated Groups Banners are not permitted.

4.3 Flyers/Handbills

Flyers or handbills (ie. door to door, under room doors, pamphlets in lounges) are not permitted in any residence location. Any flyers/handbills that are found advertising or promoting an alcoholic event may also be forwarded to the AVP Student Affairs office.

4.4 Chalking & Window Markers

Chalking and window markers advertisements are not permitted inside a residence or on residence property without the permission of the Associate Director Facilities & Desk Services.

4.5 Other

All other means of advertisement should be discussed and/or approved by the Residence Life Manager or Interhall VP Communications. Advertisements or promotional methods should not interfere with fire code regulations.

5.0 Designated Locations

Posters/Banners are only permitted in designated locations as listed in **Appendix A** and are not permitted to be affixed to painted, brick, glass surfaces, doors or windows. Posters/Banners must not obstruct access to any fire detection or safety equipment or cover any room numbers or building signage.

In South Residence, arborite washroom doors may be used for posting community notices. All posters in any washroom space including mirrors and stalls must be done in consultation with the Associate Director Facilities & Desk Services.

6.0 Monitoring

Internal groups bulletin boards or postering areas are monitored by Student Housing Services and Interhall Council. External group (including CSA) bulletin boards designated for on campus programming are to be monitored by the Central Student Association designate(s) and SHS.

Monitoring includes removing old and outdated posters as well as removing any staples. At the end of each semester, all bulletin boards, poster rails and other advertising spaces will be cleared.

7.0 Violations of the Poster/Advertising Policy

Posters found in areas other than those designated, or any violations of the policy will be addressed by Student Housing Services and may result in one or more of the following:

- immediate removal of posters;
- addressed through the Residence Community Living Standards;
- invoice for necessary repairs for damage caused or restitution for clean up;
- withdrawal of postering privileges for the group;
- referral to the AVP Student Affairs office.

8.0 Sustainability Statement

Both internal and external groups are highly encouraged to minimize the use of printed posters (ie. multiple, larger scale, repeated advertisements etc...) and to make use of electronic communication methods for sustainability efforts. Groups who are interested in promoting approved events or services

relevant to the residence population are encouraged to contact the **HUB Programming Office** in Student Housing Services at thehub@uoguelph.ca for information on the possibility of poster-free promotion.

9.0 Election Materials

In regards to CSA elections, the Chief Electoral Officer is to contact the Office of the Director in Student Housing Services at least one month before campaigning is to begin in order to make arrangements. Election materials and promotion must be in accordance with the Canvassing Etiquette Guide for Residence (See Appendix B).

10.0 Quick Reference Guide

POSTER/ADVERTISING POLICY	Internal (ie. Student Affairs departments, Hospitality)	External (ie. Community Groups Association, Campus Departments)
Posters (up to 18"x14")	<ul style="list-style-type: none"> ✓ Does not contravene any SHS or University Policy or promote alcohol consumption ✓ 2 weeks approval for events and 3 weeks for service/information ✓ Sponsored organization logo is identified ✓ Submitted to SHS for approval by Friday at 4:30pm ✓ Poster quantity is less than 1 per each residence community ✓ Affixed in proper designated location(s) 	<ul style="list-style-type: none"> ✓ Does not contravene any SHS or University Policy or promote alcohol consumption ✓ 2 weeks approval for events and 3 weeks for service/information ✓ Sponsored organization logo is identified ✓ Submitted to SHS for approval by Friday at 4:30pm ✓ Posters will be displayed via SHS by the following Tuesday ✓ SHS has stamped poster(s) with approval period (if required) ✓ Poster quantity is less than 1 per each residence community and is determined by SHS ✓ Affixed in proper designated location(s)
Banners (up to 6x3ft)	<ul style="list-style-type: none"> ✓ Approved by the Residence Life Manager ✓ Displayed only for 3 weeks ✓ Removed immediately after event or period of approval ✓ Hung in designated location(s) 	<ul style="list-style-type: none"> ✓ Approved by the Residence Life Manager ✓ Displayed only for 3 weeks ✓ Removed immediately after event or period of approval ✓ Hung in designated location(s)
Monitoring (includes removal)	<ul style="list-style-type: none"> ✓ Facilitated by SHS and Interhall Council 	<ul style="list-style-type: none"> ✓ Facilitated by the Central Students Association designate(s)
Designated Locations	See Appendix A	
Restrictions	<ul style="list-style-type: none"> ✓ Advertisements that are commercial in nature are not permitted ✓ Advertisement that promote alcohol consumption or violate the Alcohol Policy are not permitted ✓ Flyers, handbills or door to door promotions are not permitted ✓ Advertisements must not violate any Federal/Provincial/Municipal laws ✓ Posters (unless approved by SHS) cannot be displayed on brick, glass, painted surfaces, doors, windows or obstruct fire safety or building signage 	

✓ Election materials must be in accordance with the *Canvassing Etiquette Guide for Residence*(see **Appendix B**)

Appendix A : Designated Residence Poster/Advertising Locations

		Internal Group Designated Locations	External Groups Designated Locations
POSTERS			
South	Maritime Hall	Throughout street level, alcoves, lounges and arborite washroom doors (notices only)	One bulletin board section situated on overpass by laundry rooms.
	Prairie Hall		
	Mountain Hall		
East	East Residence	Bulletin boards on street level marked 'RLS' and 'Interhall'	Bulletin boards on street level marked 'external'
	East Village	NA	Bulletin boards in townhall
North	Johnston Hall	See RLM	Bulletin boards on second floor landing south of front stairwell
	Maid's Hall	See RLM	Bulletin board inside alcove to the right
	Mills Hall	See RLM	Bulletin boards to right of main stairwell in entrance
	MacDonald Hall	See RLM	Bulletin board off main entrance between entrance doors on left hand side
	Lambton Hall	See RLM	Bulletin boards beyond fire doors on first floor, left hallway opposite room #133
	Lennox/Addington Hall	See RLM	Bulletin board on 1 st and 2 nd commons just inside doors from lobby
	Watson Hall	See RLM	Bulletin board just inside front door in alcove to the left
	West Residence	See Community Life Manager	See Community Life Manager
BANNERS			
South	Crossroads in each hall attached to poster rails		
East	With approval only by Residence Life Manager		
North	With approval only by Residence Life Manager		

Appendix B: Canvassing Etiquette Guide for Residence

Campaigning

Candidates may enter the residence Tuesday and Wednesday of the campaign period between the hours of 8:00pm and 10:00pm to campaign. During this time an RA will be on call and may respond to any potential problems. Candidates may have access to the residences for the purposes of poster for the first two days of the campaign. Candidates may not actively campaign when putting up posters.

While canvassing in residence, candidates must wear an identification tag provided by the CEO and require identification or a student card. Candidates must present valid student card and official CSA identification to obtain an outdoor key to the building they wish to poster in. Only one key can be signed out at a time. The key can only be signed out for a period of 1.5 hours.

Candidates are allowed to visit students in the public areas of residence only. This includes lounges and hallways. Candidates are not to canvass students who are in their private spaces, whether or not the door is open. Candidates may only canvass on the street level, street level is defined as the main floor, or that with a porter's desk.

Candidates may only canvas by themselves and no other representative may canvass on their behalf at any time. Candidates may distribute materials directly to students, but not leave any behind.

While canvassing, candidates must keep in mind that they are in student's homes. They must be unobtrusive and respect the student's living spaces. Noise levels are to be kept to a minimum and canvassing is to be done in a considerate and mannerly fashion.

The CSA operates under a strong anti-oppression mandate. As representatives of the CSA it is the candidate's responsibility to refrain from an offensive, derogatory or abusive language, images or connotations in their canvassing. This includes notions of gender, race, class, ability, sexual orientation, ethnicity, religion and age. Candidates are reminded that any infractions on these accounts will jeopardize their participation in the election. Thus, candidates are encouraged to produce tasteful campaign images.

To receive this document in an alternative format, please contact Student Housing Services at reslife@uoguelph.ca.