



Roosevelt University

Policy on Visual Communications on Roosevelt University Campuses

Policy 8.3

Responsible Executive:
Senior Vice President for
Finance & Operations and CFO

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Policy Statement

Signage at Roosevelt University falls into one of eight categories, with approved locations, approval authority, and action units for each type of signage. The table provided as an Appendix displays these categories. Generally, all materials may be hung in the locations specified for that type of item at the campus building, after the item has been approved by the designated “Approval Unit.” Individuals may post some items, while other pieces require Physical Resources assistance. Items not approved in advance by the designated Approval Unit are subject to removal.

Reason for Policy

There are numerous events, meetings, conferences, and performances happening each week at Roosevelt University. Organizers of such activities need to advertise in advance and guide people to the correct location on the event day. In addition, large banners can be helpful to welcome students to campus, to call them to action, or to herald a special University or co-sponsored event. Hanging semi-permanent posters in windows at street level is another way of promoting the University. Occasionally, visual communication pieces are not high quality. Also, sponsors have posted such materials without consideration of concurrent or competing University events, or broader University interests. There is no single department that ensures quality and coordination of all these various forms of signage. A policy on visual campus communications will provide clear parameters on appearance and location of visual materials and identify the University departments responsible for approving them. This will help ensure that banners, posters, event signs, and other visual communication pieces on all University facilities convey a positive, unified, professional image of the University.

Entities Affected by this Policy

All units of the University, except Auditorium Theatre.

Web Address

To be completed by the President’s Chief of Staff.

Related Documents

Approval and posting procedures are outlined in an accompanying document entitled, “Procedures for Approval and Posting of Visual Communications on Roosevelt University Campuses,” which is available on the Administrative Services page of the intranet at <http://intranet.roosevelt.edu/adminsvs/default.asp> .

Implementation

Administrative Services, in cooperation with the Office of University Communications, is responsible for guidance and enforcement of this policy. Implementation procedures have been developed by the Assistant Vice President for Administrative Services, as described above under “Related Documents.”

Online Resources and Forms

See “Related Documents” above. In addition, the Office of University Communications intranet page, at <http://intranet.roosevelt.edu/communications/default.asp> provides communication policy, the University Editorial Style Guide, and templates for print communiqués.

Appendix

POLICY ON VISUAL COMMUNICATIONS ON ROOSEVELT UNIVERSITY CAMPUSES

CATEGORIES OF SIGNAGE AT ROOSEVELT UNIVERSITY

TYPE OF SIGNAGE MATERIAL	APPROVED LOCATION	APPROVAL UNIT	ACTION UNIT (WHO HANGS ITEMS?)
A. Flyers- RU student organization events & activities	~Center for Student Involvement (CSI) bulletin boards, AUD & Gage ~Center for Campus Life (CCL) bulletin boards, SCH	~CSI ~CCL	~CSI staff ~Individual
B. Emergency exit diagrams; campus safety notices; Registration reminders	~bulletin boards inside classrooms, where available	Campus Safety; Registrar	Campus Safety; Registrar
C. Flyers- RU college or departmental events for students & public	~Elevators, AUD & SCH ~College or departmental bulletin boards	~Office of University Communications (OUC) ~College or department	~OUC staff ~College or dept staff
D. Flyers- outside events and opportunities	Designated general-use bulletin boards at AUD, Gage, SCH	~Administrative Services at SCH (Information Desk) ~CSI for Chicago Campus	~Information Desk staff, SCH ~Individual, AUD & CPA
E. Directional signage on day of event	~Lobbies at AUD, Gage, SCH (easels & greenboards, electronic displays, or display kiosks) ~Classroom & meeting room entrances	Administrative Services	Administrative Services
F. Professionally fabricated banners re: welcomes, student action steps, or events	Specific walls of: ~AUD- Michigan Lobby, Wabash entrance ~HCC- student center ~Gage – lobby ~SCH – rotunda, student center, grounds, parking lot	OUC	Physical Resources (or contractor, in the case of parking lot pole installations)
G. Posters, graphics, other materials on exterior face of buildings (walls or windows)	Street-level windows of AUD, Gage, HCC, SCH El-level windows in HCC	OUC	Physical Resources
H. Handmade foamboard-mounted posters or paper banners advertising student org events	~Street-level windows of HCC; wall on side of staircase in Wabash Lobby; easels or designated walls in Michigan Lobby ~easels in SCH rotunda or Student Center	~CSI ~CCL	~CSI or Physical Resources ~individual