

WCSA Promotion/Marketing Policies

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Banner Policies

Overview

- # Wilson Commons banner space can be requested through the activity registration form for student organizations, or requested through the WCSA resource request form for departments. In either scenario, requests must be submitted at least 7 business days prior to the start of the requested reservation date.
- # With a total of 9 banner spaces available on the Havens Lounge bridge, reservations are made on a first-come, first-served basis. Please be aware, organizations are not guaranteed banner space. A confirmation or denial email will be sent to the individual who submitted the initial request.

Reservation Length and Restrictions

- # All banner requests will start on a Sunday and end on a Saturday, with take down being the following Sunday at noon. To ensure equal and fair access to banner space, student organizations or departments cannot schedule consecutive reservations, nor have more than 1 banner reservation at a time.
- # Once your reservation has been approved, it must be delivered to Common Connection by 5 p.m. the Saturday before your reservation begins. Banners not received by this time will result in the cancellation of your reservation. At the conclusion of your reservation, Common Connection will notify the submitter of the request to pick up the banner within 7 business days.
- # Student organizations and departments are not permitted to hang their own banners.
- # Wilson Commons Student Activities is not responsible for banners once the reservation has expired.

Banner Dimensions and Creation

- # Banners are to be no wider than 5 feet across and no more than 8 feet long. Typically, banners are hung by cutting 2 holes in the top of the banner. Due to the chance of ripping, paper banners are not accepted.
- # If you are looking to design your banner on campus, reservations can be made to utilize designated space in Hirst Lounge after 8 p.m. through Wilson Commons Student Activities. When using this space, plastic sheets must be used underneath the banner materials to avoid paint spills and staining of the brick. Plastic sheets are available for pick up at Common Connection.

- # Only water-soluble paints and materials can be used. Spray paints, oil-based paints, and permanent markers cannot be used. Student organizations are responsible for the cleanup and re-setting of the area used for making the banner. If additional cleanup is required, the student organization responsible may incur additional charges. Do not use bathrooms for cleanup. Please visit Common Connection, who can direct you to the appropriate brush cleaning locations.

Chalking Policy

While chalking is permitted on River Campus sidewalks by members of the University community, chalking is prohibited on the following surfaces:

- # Any vertical surfaces, including walls, sides of buildings/stairways, and stairs
- # Under any awning or other structure that could potentially obstruct rain from washing the chalk away (e.g., the area under the awning at Susan B. Anthony Halls, balconies, etc.)
- # Any brick surfaces, horizontal or vertical, including pavers, stairs, the Wilson Commons porch, and outside of Meliora Hall
- # Any street surface (e.g., Intercampus Drive, Wilson Boulevard, etc.)

Spray chalk cannot be utilized on any surface.

Do not chalk over or add additional chalk to current chalked messages.

All University members are encouraged to ensure that the content of chalking adheres to the Meliora Vision & Values. [View the Meliora Vision & Values.](#)

The University reserves the right to remove chalk at our discretion.

Chalk may be removed at any time based at the discretion of the grounds crew and in accordance with their cleaning schedule.

Student organizations should talk to their advisor if they have any questions about this policy.

Display Case Policy

To reserve the display case in Wilson Commons, please submit a request using the online [WCSA Resource Request Form](#) at least five business days prior to the start of the

requested reservation date. Reservations are made on a first-come, first-served basis. An email will be sent to the individual who submitted the initial request either approving or denying the request depending on if it can be accommodated. Please be aware that organizations are not guaranteed display case space.

On the first day of the reservation period, the organization/department must come to Common Connection to sign out the case key. The key must be returned after the items are put in place and cannot be kept during the reservation period.

Items can be affixed to the back wall using thumbtacks or pushpins. These are NOT provided by Wilson Commons Student Activities (WCSA). Display items can be set in the bottom of the case. Scotch tape can be used to string items through the case. No other kind of tape is permitted. Approval for other kinds of adhesives or display techniques must be approved by the Associate Director of Student Life Operations.

All displays must clearly state the sponsoring organization/department and a statement of purpose for the project. Student organization displays must be approved by the organization's advisor before they are hung.

All display items must be removed by 8 p.m. on the last day of the reservation period. WCSA is not responsible for display items that are not removed by the end of reservation period.

Expression Wall

Spaces can be requested by Student Organizations through Virtual EMS and Departments through the Supply and Resource Request Form. Requests must be submitted at least 14 days prior to the start of the requested reservation date. Reservations are made on a first-come, first-served basis. A confirmation or denial email will be sent to the individual who submitted the initial request.

Wilson Commons or Douglass Commons expression walls can be reserved for a maximum of 7 days.

- # All display requests will start on a Sunday and end on the following Saturday.
- # If the expression wall has not utilized by Monday at 5 P.M. and the reservation has not been properly canceled, future reservation privileges may be suspended.
- # All displays must clearly state the sponsoring Student Organization or Department.
- # Wilson Commons Student Activities is not responsible for loss or damage to the items used in the display.

- # Both Expression Walls cannot be reserved by an Organization or Department at the same time.
- # The expression wall has a 15-foot horizontal wire, which can accommodate up to five feet vertically. Items cannot be directly affixed to the wall. Clips are available for sign-out at Common Connection. If the clips are not returned, the Student Organization or Department will be charged \$2 per clip.
- # If items are not removed at the end of the reservation, WCSA will remove the display, contact the organization/department, and keep items for one week. After one week, the items will be disposed.

Cancellation Policy

- # Reservations can be canceled by student organizations through Virtual EMS and by departments by emailing wcsa@rochester.edu. Cancellation should be submitted by 10:00 A.M., at least 2 business day before the start of the reservation. Reservations that are not canceled will result in loss of future reservation privileges for the resource requested.

Posting Policy

Wilson Commons Student Activities (WCSA) encourages student organizations to post fliers and posters on bulletin boards to notify other students of upcoming events and meetings. WCSA is responsible for the administration and maintenance of all bulletin boards in all Student Life Spaces(i.e. Wilson Commons, Frederick Douglass Commons, Genesee Hall public space, and Spurrier) and reserves the right to clear the bulletin boards at any time.

No Posting is allowed in the bridge between Wilson Commons and Douglass Commons or in the tunnel between Douglass Commons and Rush Rhees Library at any time.

General Posting Guidelines on Campus

Areas like the clock tower, painted walls in buildings, and glass on windows and doors are sensitive to adhesive and other materials used to hang posters, which can damage these surfaces. If your organization or department is found posting in such areas and damage occurs when removing postings, a fee may occur to repair the damage.

No posting is allowed in the bridge between Wilson Commons and Douglass Commons or the tunnel between Douglass Commons and Rush Rhees Library at any time.

If you have any questions about posting around campus, please talk with your advisor.

Bulletin Board Policies

Student Organizations and/or Departments wishing to post flyers on Wilson Commons Student Activities' bulletin boards are encouraged to drop off up to seven letter-sized, and up to 4 tabloid-sized, flyers at Common Connection in Wilson Commons. Only University-sponsored events will be approved.

WCSA—Controlled Access Bulletin Board Locations

Wilson Commons:

- # Common Connection Information Desk
- # Bulletin board outside of Common Connection
- # Bulletin board on third floor
- # Glass cases in the tunnel from the third floor

Douglass Commons:

- # Bulletin board on the third floor
- # Bulletin board on the fourth floor

Genesee Hall:

- # Two bulletin boards on the third floor

Open Bulletin Boards—General Posting

These designated boards are open for anyone to hang posters. Only **one poster per event is allowed**. Multiple posters will be removed. Posters covering other posters will be removed. Posters hung on borders will be removed. Posters must be stapled in all four corners or they will be removed.

Open bulletin boards will be cleared every Monday.

Locations

Wilson Commons

- # First floor—Kiosk around circular stairs
- # Second floor—Around kiosk near main entrance (all sides except the one facing the Common Connection)
- # Third floor—Bulletin board on left side of tunnel across from the glass cases

Douglass

- # Third floor—on back side of fireplace wall
- # Fourth floor—on wall opposite the stairs

Spurrier

- # Ground floor—in hall across from G11

Day-Of Event Signage

On the day of the event, you can hang signs to direct participants to your event so long as:

- # The event is being held in a student life building (ie. Wilson Commons, Douglass Commons, genesee Hall public space, or Spurrier)
- # Signs are not posted on any painted surfaces
- # You remove all signs after the event (your organization may be charged a fee if signs are not removed)

This is the only time information can be posted on glass doors or brick surfaces and can only be hung using blue painters tape.

WCSA does have arrow signs that can be placed around the building to direct people to events.

Organizations in violation of any sections of this policy may incur costs for the removal of their materials.

Posting in Residence Halls

Advertising is strictly limited to bulletin boards in residence hall areas. Postings are not allowed on doors, windows, bathroom mirrors, floors, rugs, or in elevators or stairwells. Organizations are also not allowed to slide advertising under student room doors.

Promotional material for recognized student organizations, approved student programs, and campaign posters can be posted on residence hall bulletin boards unless the board

is specifically designated for a particular use (e.g., the board reserved for Hall Council information).

When posting on bulletin boards, only one advertisement per bulletin board is allowed. Organizations cannot cover up other ads when posting their own advertisement. Approved ways of hanging posters and fliers include staples, thumb tacks, and blue masking tape. **Do not use** duct tape, regular masking tape, or packing tape .

Promotional literature posted on any surface other than bulletin boards will be removed by the residential life staff.

Commercial advertising is not permitted in any residence hall building. These advertisements will be removed by the residential life staff.

Questions

If you have any questions regarding these policies, please contact the Associate Director of Student Life Operations.