

Polk State College Procedure

Subject	Reference	Date	Number
Promotional Materials on College Sites	DBOT Rule 2.07 <i>Florida Statutes</i> Section 1004.097	April 5, 2022	6061

I. Purpose

The purpose of this procedure is to set standards for the time, place, and manner of posting materials on the College’s sites. This includes materials for College-related activities, advertisements, and information from outside groups or businesses on Polk State College’s properties (heretofore referred to as “the College”).

II. Objective

The following procedure is designed to ensure that materials, and their method of production and placement, are consistent with the philosophy and purposes of the College, as well as the best interests of the entire College community. The policies described are meant to keep the College’s facilities clean, safe, and attractive.

III. Content of Material

Notices, posters, and banners of advertisements are to be presented on the College’s facilities in an appropriate and dignified manner. The College does not approve of the display of any material that is obscene, patently untrue, hateful, disrespectful, or demeaning to any individual or group. Products that have been determined to be harmful or possibly injurious to health (e.g., tobacco, alcohol) cannot be promoted at the College.

IV. Prohibition of Commercial Materials

Pursuant to Polk State College Procedure 6057: *Campus Free Expression*, commercial speech on the College’s properties is prohibited. This extends to printed advertising and the sale of goods and services on campus facilities by outside individuals or groups.

"Commercial speech" refers to speech in which the individual is engaged in commerce, the intended audience is commercial (i.e., intended for actual or potential consumers), and the content of the message is commercial.

V. Approval of Material

Materials created by the College’s Office of Communications and Public Affairs may be posted in designated areas without approval.

Materials created by College employees can be posted in designated areas with the approval of the employee’s department head and the Office of Communications and Public Affairs.

Materials created by student organizations may be posted in designated areas with the approval of the Student Activities and Leadership Office (SALO) after prior review by the College Editor or the Office of Communications and Public Affairs.

An individual (or organization) outside of the College who wishes to post materials on the College’s properties must discuss this with the appropriate Campus Associate Dean of Student Services (or his or her designee).

District Board of Trustees Rule 2.07: *Campus Advertising* delegates the President with the authority to act as the Board's agent in determining the appropriateness of any material to be presented on campus. Material presented on the College's sites does not constitute an official endorsement by the College

VI. Guidelines for Approved Postings

Materials approved for posting on the College's property may be no larger than 11 x 17 inches in size. All items must be stamped and dated by the office of the Campus Associate Dean of Student Services (or his or her designee) and may remain up for a maximum of 14 days. Acceptable places for posting include:

- Classroom bulletin boards (for College-related activities only).
- Any bulletin board that is not assigned to a group or office.
- Other locations as approved by the Campus Associate Dean of Student Services (or his or her designee).

VII. Removal of Material

Notices that become unsightly or outdated must be removed. Approved materials must be removed after 14 days, unless noted otherwise.

All material except permanent postings required by law must be purged from all open bulletin boards at the end of every term.

History

Adopted: April 29, 1991

Reviewed: January 9, 2007; February 4, 2013 (no changes); and April 5, 2022

<i>Reginal T. Wehl</i>	4/5/22	<i>Reginal T. Wehl</i>	4/5/22
Executive Responsible for Procedure	Date	President's Staff Member's Approval	Date
<i>Angela M. Falconetti</i>			4/5/22
President's Approval			Date