LCC INTERNATIONAL UNIVERSITY

Policy Number and Title:	SL.2.03 Promotions on Campus

Division	Student Life
Policy Section:	SL.2 (University Community Policies)
Applicable to:	Students, staff, faculty, guests
Effective:	President's Cabinet (January 29, 2009)
Most Recent Revision:	President's Cabinet (February 1, 2023)
Contact:	Front Desk Manager, Communications Director

Statement of Policy

The policy provides the LCC community with information about promoting events on campus. The Student Life Department and Communications Office are in a partnership of monitoring the proper use of bulletin boards and the content of promotional materials.

Rationale

A variety of activities and events are offered to the members of the University community by using different promotional channels. Clear guidelines are needed to ensure effective communication and efficient use of various communication channels.

Details

1. Posters are allowed on bulletin boards ONLY i.e., no postings are allowed on the windows, doors, and walls of any LCC buildings, except for the residence halls, at the discretion of Residence Life staff.
2. Advertising may not contain content that would be in violation of any LCC policy or contain material that is obscene, pornographic, vulgar, racist, sexist, etc.
3. If the marketing strategy is questionable, it should be discussed with the Communications Director and/or Student Life VP.
4. Should anyone have a concern regarding the content of posted promotional materials, rather than remove it, contact the DeFehr Center Front Desk Manager or the Communications Director.
5. All **internal** promotions must be including the following:
   a. Every piece of promotional material must include the following elements, at minimum: title, location, time, organizer, contact information.
   b. The organizers need to take care of the material needed for the event, including posters in A3 vertical format.
   c. A maximum of one (1) poster is permitted on any bulletin board.
   d. Posters should not be put on other department's bulletin boards without their permission.
   e. Promotions should be removed after the event is finished by the end of the next working day.
6. All **external** promotions must be approved by the DeFehr Center Front Desk Manager. An approved stamp is required on every piece of external promotional material. The ONLY places for external advertisements are in Michealsen Center, assigned owners of the boards monitor them on a daily basis.
7. Misuse of the bulletin board will result in the termination of bulletin board privileges.
8. Bulletin board designation is reviewed as needed by Student Life and Communications Director.

All Students Email newsletter – [e]vents

- The purpose of this '[e]vents' email is to bring together all events, reminders, news, and other student specific news into one email. Only approved events are included.
- Email is sent to the LCC student lists on workdays by Front Desk Manager. In the absence of FDM (vacation, sick leave, etc.) the email is sent by Director of Engagement and Formation. Students are automatically added to the list of recipients and cannot unsubscribe.

LCC Announcements Team

- The team is designed to send quick alerts and reminders daily. In exceptional cases, major time-sensitive external events may also be announced on this team.
- Each office should appoint a person to be added as the owner of the LCC Announcement team. Only Owners have the right of posting and commenting, students' rights are restricted.

- Students are automatically added to the team and may not unsubscribe. Staff and faculty that wish to be added to the Team must contact IT Helpdesk

Other promotions
Other promotions such as banners, signs, stickers, etc. may also be permitted; however, the appropriateness of it should be discussed with DeFehr Center Front Desk Manager.

Bulletin boards designations

Location	Admins	Used for	Not used for
Lobby DF	DF FDM	• Current Cross-departmental weeks events. • Only on-campus.	• Recurring events, services, programs • Upcoming events, deadlines • Announcements, • Student clubs • Off-campus events
In front of Student Leader lounge	Campus Ministries Student Council	• Campus Ministries events & programs, including Chapel, • Campus Bible studies • Off-campus church locations and worship services • Student clubs active this semester • Student Council on-going events and programs • Student Council events off campus (in collaboration with partners)	• Any event or program that is outside of Campus Ministries or Student Council
Commuter student lounge	CDC DF FDM	• Job, internship offers • Upcoming and on-going on-campus events, programs, services • Announcements, deadlines • Upcoming events • Deadlines • Announcements	• Off-campus events • Weekly events
Michealsen center	DF FDM	• Off-campus events • City wide LCC events Basketball games	• Weekly events
ResHalls lobby	RH FDM	• Referral information • On-campus events • Recurring events • ON floor bulletin boards: floor needs and floor events, RezLife curriculum	• Any event or program that is outside of official ResLife curriculum
Near Kaminskiene Auditorium	Academic Administrative Assistant	• Graduation photos	• -
Second floor lobby	Academic Administrative Assistant	• Honor's list • Academic news	• Any event or program that is outside of

Electronic channels

	Admins	Used for	Not used for
LCC Students list serv	DF FDM Registrar SLVP	• Important messages from VPs and the President • Information from SFS and Registrar • Time sensitive internal community announcements • Emergency information • Major institutional, all community events (convocation, graduation, community day, closing assembly, etc.)	• Announcements of internal or external events • Surveys
Email - (E)vents	DF FDM	• Weekly events on campus • Announcements about future events (registration, sign-up form, links to external resources) • Events off campus (special section) • Surveys (approved by IRB) • Ongoing events	• Videos • Pictures from previous events
Student Life Instagram	Program/ events' organizers	• Posts: formal content, quality videos and pictures from past events, topics on student life, success, etc. • Stories: promotions of events, informal content (quizzes, votes, etc.), links to more information (sticker link)	• Surveys • Sensitive information that is designed only for our students • Community updates • Time sensitive announcements

		• Live streaming of events	
Official LCC Facebook page	Communications office	• Events that are open to external audience • Picture from past events organized in albums	• Announcements • Surveys • Internal Community updates
LCC Announce-ments team	Pre-approved list	• Announcement about registering for upcoming events (post only once) • Short, time-sensitive announcements • Event reminders (day of). Post only once. • Community updates • Exceptions maybe grated for external events postings at the discretion of SLMT	• Long descriptions of events, programs, etc. • Attachments • Promotions of future events (use [e]vent • Multiple posting of the same event • Job, volunteer opportunities (separate channels exist) • External, non LCC events and projects