

POSTERS, FLYERS, AND SIGNS

I. Purpose

The purpose of this policy is to provide guidelines for displaying posters, flyers, and signs on property controlled by Western Dakota Technical College (WDTC).

II. General Statement of Policy

Posters, flyers, and signs displayed on College-controlled property must be for WDTC events or services, for an official WDTC club, or for another authorized party for the primary benefit of the College and its students.

Materials that are primarily commercial in nature will not be permitted. Sales and solicitations on campus are limited under WDTC Policy 7080.

Exceptions to this policy may be made for outside parties who rent rooms through the College and will be noted in the contract.

- A. Design must be professional in appearance. When College branding is involved consult with the Marketing Office will be necessary if beyond already provided approved materials or if the item is a permanent sign.
- B. Authorized permission to display any poster, flyer, or sign must be received before display.
 - 1. Student Success Center Staff – WDTC Clubs and Student Success Center programming
 - 2. Department Supervisor – Department promotional material and events
 - 3. Career Services – job postings for WDTC students
 - 4. Human Resources Office – required employer postings
 - 5. VP for Finance and Operations – permanent signs; consultation with marketing on design and the Director of Facilities on placement and installation is also required
 - 6. President’s Office – Board of Trustee public notice items

7. VP for Institutional Effectiveness and Student Success – authorized parties for the primary benefit of the College and its students and other items that do not fit in the categories above
8. Other – temporary signs may be displayed at the discretion of the department or employee who needs the sign

C. Posters

1. Locations:

- a. Bulletin Boards: Most posters will be displayed on bulletin boards to help avoid and prevent damage to College property.
 - 1) All items posted on bulletin boards in common areas must be posted by the Student Success Center staff or their designee.
 - 2) All items posted on bulletin boards in departments must be posted by that department.
 - b. Bathrooms: Some bathroom areas have installed poster holders that are dedicated for Student Success Center use. All items posted must be posted by the Student Success Center staff or their designee.
 - c. Doors: Short-notice signage such as a class being cancelled or being closed for the holiday may be appropriate to post on the door(s). The person who posts the poster is responsible to use an adhesive that does not damage the surface, to ensure the poster is removed, and to remove all adhesive upon removal of the poster.
 - d. Outdoor Areas: A poster frame is dedicated for the Board of Trustee public notices at the main entrance.
 - e. Other: Posters cannot be posted in other areas without approval of the Director of Facilities. The person who posts the poster is responsible to post without causing damage to surfaces, to remove the poster, and to remove all signs of adhesive upon removal. All posters to be posted in common areas, must be stamped by the Student Success Center staff before posting.
2. Posters should display an expiration date (usually the event date) and need to be removed within three (3) days after the expiration date. If a posted item is not related to a specific event, the maximum time a poster can be posted is 10 days. Extensions may be granted with the approval of the VP for Institutional Effectiveness and Student Success or assigned designee(s).

3. Posters must carry the name of the sponsoring group, if applicable.
4. Materials displayed without approval, in unapproved areas, or not removed within the prescribed time period will be removed.

B. Flyers

1. Flyers may be distributed by handing them directly to individuals or by displaying on an event table that is staffed by an employee or authorized guest. Flyers may also be left unattended to be picked up if approved by the department supervisor. Flyers to be placed unattended in common areas need to be approved by the VP for Institutional Effectiveness and Student Success or their designee(s) and placed by the Student Success Center staff or their designee.
2. Unattended flyers should display an expiration date (usually the event date) and need to be removed within three (3) days after the expiration date. If an unattended flyer is not related to a specific event, the maximum time the flyer can be displayed is determined by the department supervisor or for common areas, by the VP for Institutional Effectiveness and Student Success or assigned designee(s). The unattended flyer needs to be removed by the person or department that placed the flyer.
3. Flyers must carry the name of the sponsoring group, if applicable.
4. Materials displayed without approval, in unapproved areas, or not removed within the prescribed time period will be removed.

C. Signs

1. Permanent signs are under the purview of the VP of the Finance and Operations. Employees requesting permanent signs must work with the VP for Finance and Operations, the Director of Facilities, and marketing for approval, design, and installation.
2. Temporary signs may be displayed by the WDTC employee or department using the sign. Temporary signs need to be removed immediately following the event/need for the sign and returned to the sign's original location at that time.

III. Definitions

- A. Flyer: A printed advertisement, announcement, circular, handout, or brochure that is primarily intended to be handed directly to a person or left in a stack for people to pick up. A typical flyer is an advertisement for an event, product, or service. If a flyer is affixed to something, it becomes a poster.

B. Poster: A display of images or text on a light physical medium, typically paper, poster board, magnets, or adhesive-backed stickers, intended for placement on a pole, post, bulletin board, door, window, wall, or similar location, and affixed with pins, tape, staples, magnetically, or light adhesive. Posters are meant for temporary postings of a few days or weeks. A typical poster is to announce an event or to display support for a program.

C. Sign –

1. Permanent Sign: A display of images or text on a durable physical medium that is painted on or affixed to a building or structure or installed into the ground, not easily removed without tools, and intended to remain for an indefinite period of time. Typical signs are names of buildings or areas, department office names, and permanent wayfinding. Outdoor and indoor digital signs are also included in this definition.

2. Temporary Sign: A sign that is intended to remain for a defined period of time, easily removed, and may be weather-resistant but not designed to last indefinitely. A typical temporary sign is a wayfinding sign used to direct newcomers to a building at the beginning of a semester.

IV. Reporting Procedures – None

V. Dissemination of Policy and Training

A. This policy shall appear on the WDTC website on the policy page.

Legal References:

Board Approved 6/11/2025