

**CAROLINAS COLLEGE OF HEALTH SCIENCES
POLICY AND PROCEDURE**

Section II - Academic/Student

SUBJECT: PROMOTING AND ADVERTISING EVENTS

REVIEWER(S): Dean, Student *Affairs* and Enrollment Management*
Advisors: *Student Ambassadors*, Student Government Association, Student Nurses' Association, and Phi Theta Kappa

Related Policies to Consult:

CCHS Policy: [Fundraising Activities \(Sec. II\)](#)

I. POLICY

Student organizations, college committees, college personnel and students may promote and advertise events, fundraising activities, announcements and other approved functions within the confines of the college. Good taste and professionalism must be exemplified in all promotional items.

II. PROCEDURE

- A. Promotional items (including posters, fliers, banners, announcements or other advertisements) for all events must be approved in advance by the dean of student *affairs* and enrollment management or designee. Approval is indicated with an official signature and the approval date.
- B. Promotional items may be placed throughout the college one week prior to the event unless an earlier date has been approved by the dean of student *affairs*. Suggested areas include the following locations:
 - 1. Easel (lobby)
 - 2. Announcement board (100 hallway)
 - 3. Student services bulletin board (located in the student lounge)
 - 4. Flier holders (restrooms)
 - 5. Office doors (avoid scotch tape on painted/wallpaper surfaces and furniture)
 - 6. Student newsletter
 - 7. Electronic or multimedia distribution (i.e., email, PeopleConnect, etc.)
 - 8. Master calendar on the college's information portal
 - 9. Electronic display panel in lobby.
- C. The monthly student newsletter is a primary method for promoting events among students. Articles/promotions should be submitted to the president's assistant by the 20th of each month.
- D. Organizers of special events or functions may request to promote *an* event in a unique and unusual way (i.e., banners, balloons, sidewalk chalk, etc.) and in areas other than those suggested above (i.e., ceiling, outside walls, etc.). Such requests must be approved by the dean of student *affairs* and may be placed in approved areas no more than four *class* days in advance.
- E. Promotional items must be removed within 24 hours after the completion of the event. Removal of items is the responsibility of the organizing group. Any tape remnants must be removed when the sign is removed.
- F. Students may place personal announcements on the announcement board in the 100 hallway and/or the bulletin board in the student lounge. Postings must be approved and initialed by the college receptionist. Staff may, additionally, put items in the staff kitchen.
- G. The Promoting and Advertising Events policy and procedure will be reviewed bi-annually.

III. APPROVAL

Name: _____ Title: President _____ Date: _____