

## **Campus Advertising Policy**

Advertisements, newspapers, and other printed media may only be distributed by students or non-students on the University campus or in the University facilities with the expressed permission of the Office of Student Development or one of the approved departments listed below. All such materials must include identification of the publisher and the distributing organization, church, or individual. Anything advertised on campus must have a positive influence on the University community and be complimentary to the mission and vision of the University. Students who violate any policy relating to the distribution or posting of printed media may be subject to disciplinary action. Permission to post an ad is not an endorsement by the University. Approved postings can be identified by a department stamp, date of approval and initial.

There are five groups that approve the various postings that go up around Northwest University's campus:

- Student Development: Approves all postings including job postings, business advertising, non-profit organization advertising, advertising for courses or academic events offered at NU, graduate programs related to students' fields of study, study abroad programs and all campus events.
- Residence Life: Approves all postings for residence halls, at the discretion of area coordinators.
- Housing: Approve notices of rooms for rent in the community.
- Campus Ministries: Approves all ministry-related events, including events they sponsor, volunteer opportunities in the community, and non-profit organization advertising.
- Marketing Department: Approves all enrollment materials and any other media published by the marketing department.

## **Banners**

Professional printed banners may be hung in the residence hall lounges, HSC lobby, and Dickey Plaza through reservation with the Student Development office by emailing [studentdevelopment@northwestu.edu](mailto:studentdevelopment@northwestu.edu) .

## **Bulletin Boards**

The following locations are available for general posting:

- Hurst Library (bulletin board)
- Ness Building (2 bulletin boards)
- HSC (concrete center columns)
- Pecota Student Center hallway (bulletin board)
- The Caf (bulletin board)
- EFC Lounge (bulletin board)

All postings in other locations on campus will be removed including those attached to glass doors or their adjacent windows. Stamped flyers will expire after two weeks.

## Chapel Announcements

Requests for chapel announcements can be made through the Campus Ministries Office.

## Dining Hall (The Caf)

Advertising space in the Caf is available through the use of napkin holders or tent cards. All ads must be approved in advance by the Student Development Office. Groups may only use one side of the napkin holder (63 ads in total) and should be 6.5 inches wide x 4.5 inches high in size. In addition, there will not be more than one table tent advertising on display at any given time. Napkin holder and table tent ads may stay up for two weeks. Groups advertising at the tables are responsible for inserting and removing advertising.

Additionally, on- and off-campus groups may reserve the recruiting table in the Caf during meal times. These reservations should be made through Mikala Mikolaski ([mikala.mikolaski@northwestu.edu](mailto:mikala.mikolaski@northwestu.edu), 425.889.5234). Off-campus groups will be limited to one reservation lasting up to two days per academic year.

## Eagle Webpage

The Eagle homepage is a one-stop online resource for all types of campus announcements from current students and employees at Northwest University. Posting requests can be initiated by emailing [help@northwestu.edu](mailto:help@northwestu.edu).

## In The Loop

Published weekly, this Student Development E-news highlights 2 to 5 campus-wide events or programs each issue. Announcements can be considered by emailing [studentdevelopment@northwestu.edu](mailto:studentdevelopment@northwestu.edu).

## Look Ahead

Campus Ministries distributes this weekly student list serve email that communicates chapel and student ministries information along with local service learning, national or international ministry opportunities and prayer requests. Items can be submitted to [tracy.lass@northwestu.edu](mailto:tracy.lass@northwestu.edu).

## NU Alerts

This text messaging tool is available to university departments and student groups on an opt-in subscription bases. Requests for the creation of **NU Alert Groups** can be sent to [help@northwestu.edu](mailto:help@northwestu.edu). Community members can opt into group membership through the campus alerts link on the [Eagle home page](#).

## NUSG Election Postings

The posting of *NUSG election materials* are only permitted adjacent to the designated bulletin boards and only during a two week period prior to the election. Materials may not be posted on building windows or doors. All materials must be approved and stamped by the Student Development office before posting. If permission is granted, double-sided tape **should not** be used. These materials are to be removed within 24 hours after the election is completed.

## Sandwich Boards

Professionally produced sandwich board may be placed outside any campus building. Boards should be retrieved within 24 hours of the conclusion of the event.

## Sidewalk Chalk

Groups wishing to use sidewalk chalk must have their advertising approved in advance by Student Development. This includes groups related to academic departments and Campus Ministries. All advertising must be washed off of sidewalks within 48 hours of the end of the event. Sidewalk chalk may only be used in pre-approved locations, a list of which is available from Student Development. **UNDER NO CIRCUMSTANCES** should groups write on walls of buildings or brick pavement.

### **Social Media and Blogs**

University departments or student leadership groups who are representing the university are encouraged to use social media web resources (Facebook, Twitter, etc.) and blogs as communication tools. In an effort to maximize the exposure of new social media sites, please keep the Communications and Marketing office informed that a new media account or blog site has been created by your department. In addition, permission to use university images may be sought by contacting [harmonie.vallerand@northwestu.edu](mailto:harmonie.vallerand@northwestu.edu).

### **Student List Serves**

Use of the student list serves is typically made available for communication regarding academic programs, student services and enrollment information. Request for sending to the student list serves are received by email at [studentdevelopment@northwestu.edu](mailto:studentdevelopment@northwestu.edu).

### **Television Monitors**

Televisions have been installed in several buildings on campus to provide advertising. These are located in the HSC, the Aerie, and the Pecota Student Center. Contact Information Services ([help@northwestu.edu](mailto:help@northwestu.edu)) for more information on utilizing this resource.

### **Web Pages**

As the most comprehensive electronic media tool, <http://www.northwestu.edu> and <http://eagle.northwestu.edu> are the primary source of communication with all university constituencies. In an effort to maintain the accuracy and consistency of website content and active links to current information about university programs and services, all university associated web-publishing must occur on one of these two web sites.