

Campus Advertising Policy

All printed materials posted throughout campus must be approved in the form of a departmental stamp prior to being posted in designated locations. 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 advertisement is not an endorsement by the University.

- *Student Development*: Approves materials for events, businesses, clubs and organizations.
- *Academic departments*: Approves materials for courses, academic events, and study abroad.
- *Residence Life*: Approves materials for residence halls at the discretion of area coordinators.
- *Campus Ministries*: Approves materials for ministries and church advertisements.
- *Marketing Department*: Approves materials for official NU media.

Online postings (no printed materials allowed around campus)

- *Housing Office*: Approves materials for rooms for rent in the community.
- *Career Services*: Approves all job postings and internships.

Bulletin Boards

The following locations are available for general posting after approval:

- Hurst Library (1 bulletin board)
- Ness Building (2 bulletin boards)
- HSC (1 Bulletin board)
- Pecota Student Center (2 bulletin boards)
- The Caf (1 bulletin board)
- EFC Lounge (1 bulletin board)
- GPC & Gray/Beatty Residence Hall Lounges

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 by emailing chapelannouncements@northwestu.edu. Guidelines for chapel announcement requirements can be found on the Campus Ministries Eagle page.

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 advertisements.

Additionally, on- and off-campus groups may reserve the recruiting table in the Caf during meal times. Student groups would make these reservations by contacting the Director of Community Life. Staff and faculty can make the reservation using the Outlook calendar request. Off campus groups advertising for employment would contact Career Services. Off-campus groups will be limited to one reservation lasting up to two days per academic year.

Communication

Several appropriate outlets exist for students to provide feedback, recommendations, opinions, or constructive criticism. Students are encouraged to follow proper procedures and exercise good judgment in communicating thoughts, opinions, or information regarding issues of concern. Students are welcome to address helpful input to NUSG, Student Development staff, and other administrators.

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.

Email and Notification Systems

The Northwest University email system provides a critical and official mechanism for communications. Students are expected to use his/her NU email address regularly.

In The Loop

Published weekly, this Student Development E-news highlights campus-wide events and programs each issue, published every Monday morning. Announcements can be considered by emailing studentdevelopment@northwestu.edu by the Thursday before the desired Monday issue.

Look Ahead

Campus Ministries distributes this weekly student list serve email that communicates chapel and campus ministries information along with local service learning, national or international ministry opportunities and prayer requests.

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. All advertising must be washed off of sidewalks within 24 hours of the end of the event. Sidewalk chalk may only be used in the following pre-approved locations: in front of the Residence Halls and the Pecota Student Center. **UNDER NO CIRCUMSTANCES** should groups write on walls of buildings, brick pavement, or on interior chalkboard walls.

Social Media and Blogs

All social media platforms using the Northwest University name must go through an approval process from the Marketing department. This process is outlined on the Marketing Eagle page.

Television Monitors

Televisions have been installed in several buildings on campus to provide advertising. Contact the IT department (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.