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**Responsible Executive:** VP of USD – Sioux Falls  
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# USD – Sioux Falls Poster and Advertising Policy

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**I. REASON FOR THIS POLICY**

This policy sets forth the process on authorizing the placement of flyers, posters, and like publications on the USD – Sioux Falls campus to fulfill the University’s mission and prevent material disruptions of the work and discipline of the University in this limited forum.

The goals of the policy are to:

- 1. Allow for the effective promotion of events and services relevant to university students, faculty, and staff.
- 2. Set forth viewpoint-neutral standards by which limited University resources are allocated for the promotion of activities consistent with the University’s educational mission.
- 3. Prevent material disruptions to the work and discipline of the University.

**II. STATEMENT OF POLICY**

- A. Common area bulletin boards are open to Officially Recognized Organizations and Affiliated Entities to display Posters that are otherwise approved and posted in compliance with this policy.
- B. Posters will only be displayed on locations inside of marked bulletin boards or otherwise delineated spaces. Any poster displayed outside of the established locations requires prior approval of the Vice President for USD – Sioux Falls and USD – Sioux Falls Facilities.

- C. Posters and signs will be limited to 11”x 17”. Larger posters or signs must be approved through the Office of the Vice President for USD – Sioux Falls.
- D. Posters will not be approved if they contain any of the following prohibited content:
  - 1. Promotion of alcohol in a manner that violates the Board of Regents and University of South Dakota policies regarding advertisements by alcohol-related businesses and of alcoholic beverages.
  - 2. Promotion of illegal activity or activity that violates Board of Regents Policy, University of South Dakota Policy, or South Dakota Codified Law.
  - 3. Obscenity, including explicit sexual material, or any other speech not protected by the First Amendment of the US Constitution.
  - 4. Unauthorized use of copyright or trademarked material. Use of USD-trademarked or copyrighted images or logos must be consistent with USD brand standards and approved by the university.
- E. Chalking: Chalking is not permitted on the grounds of USD – Sioux Falls. Chalking found on prohibited surfaces will be removed, and the persons responsible will be charged with restoration costs.

### III. DEFINITIONS

**Affiliated Entity:** Organizations (e.g., USD Foundation) whose legal purpose includes support of the University and its activities, organizations that have been authorized by the University to use its name and marks, recognized student organizations, as well as the State of South Dakota and its political subdivisions.

**Chalking:** The use of chalk on concrete sidewalks on campus by an Officially Recognized Organization to convey a non-commercial expression.

**Officially Recognized Organization:** A University department, office, college, Affiliated Entity, registered student organization, or official committee.

**Posters:** Include flyers, brochures, signs, broadsides, bills, banners, placards, notices, posters and other like postings not posted for emergencies, public safety, or required notification reasons by authorized University personnel.

**USD – Sioux Falls Campus:** The facilities and grounds of the Classroom/Administration Building (FADM), Science and Technology Building (FSCI), and GEAR Center Building (GEAR) and all designated

### IV. PROCEDURES

- A. All Posters must be brought to the USD – Sioux Falls Business Office for review of compliance with this policy. USD- Sioux Falls staff will approve

or deny the sign and are responsible for hanging all signs; approved signs receive a visible stamp.

- B. USD – Sioux Falls staff shall remove and dispose of any non-approved Posters upon knowledge of a violation of this policy.
- C. All Posters must display the name of the Officially Recognized Organization or Affiliated Entity that is sponsoring the promoted activity.
- D. Publicity for events or meetings may be posted for a maximum of two-week period. After two weeks, the USD – Sioux Falls staff may remove the Poster. USD – Sioux Falls staff may limit the number printed items per event.
- E. Exceptions to this policy will be at the discretion of the Vice President for USD – Sioux Falls. Any exceptions must be consistent with other Board of Regents and USD policies.
- F. Any alleged violations of this policy may be reported to the Vice President for USD – Sioux Falls.
- G. Persons or groups violating this policy may have their advertising privileges revoked and/or charged an applicable fee.
- H. Posters for a specific event will be removed and disposed of the day after the event or as soon thereafter as practicable.
- I. Appeals:
  - 1. Any Officially Recognized Organization whose poster is rejected for posting or whose poster is taken down will be provided the grounds for such action and may appeal the decision to the Vice President for USD – Sioux Falls in writing within five (5) days of the rejection.
  - 2. The Vice President for USD – Sioux Falls or designee will review the appeal in a timely manner to determine whether the rejection was made contrary to established policy.

## V. RELATED DOCUMENTS, FORMS AND TOOLS

[Board of Regents Policy 1.6.4: Minors on Campus](#)

[Board of Regents Policy 6.13: Facilities Use by Private Parties](#)

[USD Poster and Advertising Policy \(3.006\)](#)