TO: Student Organization Leaders
FROM: Student Organization Resource Center (SORC)
DATE: September 21, 2020
RE: CAMPUS ADVERTISING AND CHALKING POLICIES

Thank you for providing programs, events, and outreach to the campus community. We are writing to commend you on your good efforts and to remind you of a few institutional policies.

Every fall semester, a new set of student leaders tries to market their programs and organizations in unique ways. We wanted to reinforce the need to follow a few prescriptive guidelines as you reach out to the campus. Please review the complete advertising policy.

The University has the following posting policy for campus:

1. Only currently enrolled students, and representatives of registered student organizations or university departments may post materials related to the campus community on campus.
   a. Posters, flyers or announcements by non-university groups are prohibited.
2. Flyers and posters advertising on campus events are to be posted on campus only. Off campus advertising is not permitted. This includes the announcement of events on Radio/TV and in non-university publications.
   a. Exceptions to this rule are made for SEE (Student Entertainment Events.)
3. Materials must be posted on approved locations only, including public bulletin boards, and flyer racks.
4. Posting of any material on buildings, walls, trees, sidewalks, utility poles, etc. is prohibited.
   a. Locations not identified in this policy must be approved by a facility manager or department that oversees the desired location.
   b. University Facilities Management reserves the right to bill the cost of removal of advertising materials that are posted in non-approved locations and/or for damages caused by the posting of advertising materials (chalk, tape, repainting, etc.)
5. Poster and flyers must not exceed 12 x 18 and are limited to two per posting area.
6. Advertising materials should include the name(s) of the sponsoring group, date and time of event, location, and title of event or program.
7. General advertising guidelines:
a. All posters and flyers advertising parties on campus must include the phrase, “College ID required”

b. Advertising which states “University of Maryland’s” (name of organization) is not permitted.

c. Advertising should be phrased as (“Sponsoring group name”) at the University of Maryland.

8. Events may not be advertised until a confirmed reservation agreement has been received by the sponsoring group.

9. STAMP Marketing is responsible for the management of all poster display cases in STAMP.

We have seen a number of student organizations posting meeting announcements and other materials on the sidewalks, lamp posts, trash cans, and fence posts. While this may prove an option for informing the campus it does not comply with the campus policy. Further, the clean-up of tape and/or dated fliers is severely straining our colleagues in the Facilities Management Department and not very sustainable.

We would like to encourage you to inform your group members about the University policy and the appropriate places for posting. Failure to comply with this policy may result in your student organization being charged for the clean-up fee and/or being referred to the Office of Student Conduct for a violation of University policy.

One other popular option for advertising is to chalk messages on the sidewalk. In 1998, the University formalized a chalking policy. It is as follows:

**CHALKING**

Chalk may be used by students, faculty, and staff for creating messages on approved surfaces on the University campus in compliance with the following requirements:

1. Messages may be written only on flat horizontal surfaces of sidewalks, exposed to the open sky.
2. No messages may be written on vertical surfaces including but not limited to walls, buildings, pillars, posts, benches, doors, trash receptacles, or kiosks.
3. No messages may be written on walkways, other than sidewalks. Such areas include but are not limited to stairs, building porches and entryways, outdoor athletic facilities, or memorial garden walkways.
4. Chalked messages may not deface decorative symbols or sculptures located on walkways (i.e., ODK fountain, university seal, sundial, engraved text in concrete, Testudo statues).
5. Messages must be written in chalk that is water soluble. (Approved chalk includes commercially sold sidewalk chalk but does not include spray chalk or artists pastels.)

6. The University reserves the right to charge the cost of the removal of chalked messages that are in violation of this policy back to the responsible student organization, university department or individual.

We draw your attention to two points. One is that **chalking is limited to flat horizontal surfaces of sidewalks.** No messages may be written on vertical surfaces including walls, buildings, posts, benches, doors, trash receptacles or kiosks. **Chalking should also not be placed on surfaces where the rain will not wash away the residue including porches, entryways, step risers, and garden walkways.** Similar to the posting policy, the cost of clean-up may be billed to your group and flagrant disregard for this policy will result in a referral to the Office of Student Conduct.

This memorandum is meant to inform you of existing University policy and our plan of action for dealing with violations of those policies. Often with the changeover of officers or the advent of a new academic year, we need to be reminded of good practice. We hope the information we have provided is helpful as you make plans to advertise your next event or program. Should you have any questions, please do not hesitate to contact us at sorc@umd.edu or Live Chat with us.

Finally, should you wish to secure assistance with advertising and marketing suggestions (including plenty of free suggestions) go to https://thestamp.umd.edu/Marketing.

Wishing you a successful fall semester!