

TYPE:	Administrative
TITLE:	Poster
NO.:	ADMIN-273
RESPONSIBILITY:	Chief Administrative Officer and Associate Vice-President, Communications, Marketing and Student Recruitment
APPROVED BY:	Durham College Leadership Team
EFFECTIVE DATE:	January 2021
REVISED DATE(S):	
REVIEW DATE:	January 2024

1. Introduction

Bulletin boards are available in key areas throughout Durham College (DC) campuses and at DC locations to provide employees, students, student organizations, and approved affiliated partners the opportunity to communicate their DC activities in a consistent and highly visible manner.

2. Purpose

The purpose of this policy and procedure is to provide a guideline for consistent use of, and equal access to, bulletin boards.

3. Definitions

Refer to [Durham College's Standard Definitions](#).

4. Policy statements

4.1. All internal communications are guided by DC's mission, vision, values and brand standards.

5. Procedure

Employees, students, student organizations and approved affiliated partners using posters to promote their event or activity are required to follow the guidelines provided.

5.1. Poster guidelines

5.1.1. Poster content must adhere to the DC values.

5.1.2. The name of the sponsoring student organization, department, academic school or affiliated partner must be clearly identified on the poster.

5.1.3. External groups and organizations are not permitted to post information anywhere on campus unless they have a specific approved affiliation with a DC academic school or department.

- 5.1.4. All posters are required to display a date stamp and expiry date in the bottom right corner.
- 5.2. Poster display
 - 5.2.1. Posters are to be displayed only on the DC bulletin boards provided.
 - 5.2.2. Displaying posters on top of other posters is not permitted.
 - 5.2.3. Posters must not be hung on doors, walls, windows, in stairwells, or in close proximity to directional signage.
 - 5.2.4. The maximum number of posters per event on each campus is 50.
 - 5.2.5. During internal election periods (Durham College Students Inc. (DSCI) and DC Board of Governors) posters can be displayed on pillars and cinder block with sticky tack where there are no bulletin boards within 20 metres.
 - 5.2.6. DC branded poster templates are available on the colleges brand site at www.durhamcollege.ca/brand.
- 5.3. Poster removal
 - 5.3.1. The owner of the poster is responsible for removing all posters within seven days of the event/activity expiry date.
 - 5.3.2. Active posters that follow these guidelines will not be removed except when deemed necessary by DC facilities and/or campus security.

6. Roles and responsibilities

- 6.1. The brand strategist, Communications, Marketing and Student Recruitment will act as a consultant when there is a question about the appropriateness of a poster.
- 6.2. In academic school offices, shops and meeting rooms the respective executive dean, dean or principal will approve posters to be displayed.
- 6.3. DCSI must approve all student club and Student Centre posters.
- 6.4. At minimum, a monthly review of all bulletin boards will be completed by DC facilities and will include the removal of all posters that violate this procedure and the removal of posters with expired events.

7. Accessibility for Ontarians with Disabilities Act considerations

Accessibility for Ontarians with Disabilities Act (AODA) standards have been considered in the development of this policy and procedure and it adheres to the principles outlined in the College's commitment to accessibility as demonstrated by the Accessibility Plan (ADMIN-203).

8. Non-compliance implications

Non-compliance with this policy and procedure could negatively impact the current and prospective College community with both external stakeholders and the Media, which could lead to significant financial loss and damage to the College's reputation.

9. Communications plan

- A message will be posted on ICE alerting employees when new or revised policies and procedures are added to ICE.
- A message will be posted on MyCampus alerting students when new or revised policies and procedures are added.

10. Related forms, legislation or external resources

- [Branded poster templates](#)