



## **POLICY & PROCEDURE DOCUMENT**

NUMBER: 0.2300

DIVISION: GENERAL UNIVERSITY

TITLE: TEMPORARY SIGNAGE AND CHALKING

DATE: March 11, 2024

AUTHORIZED: PRESIDENT TIMOTHY C. CABONI

### **I. PURPOSE AND SCOPE**

Groups, organizations, and campus entities may wish to engage with members of the WKU community in order to advertise events, deadlines, services or to express ideas and advocate a position. The Temporary Signage and Chalking policy ensures consistency in the use of temporary signs and/or chalking and establishes practices that protect university property and preserve campus aesthetics.

This policy does not apply to permanent campus signage. Permanent and official signage must adhere to WKU's signage guidelines, and requests should be directed to Planning, Design, and Construction using a Project Request Form (PRF).

### **II. DEFINITIONS**

"Temporary Signage" means any sign, banner, marquee, sticker, display, projected image, installation, or similar object intended to convey a message that is affixed to buildings, light poles, or other campus objects *or* is free standing on sidewalks or placed into the ground that is not intended for permanent placement.

"Chalking" means the act of using chalk to draw, write, or make any kind of mark on campus surfaces.

"Campus" means property owned, leased, or primarily used by WKU including, but not limited to, WKU main campus, the WKU farm, WKU in Glasgow, WKU in Owensboro, WKU Innovation Campus, and WKU South Campus.

"External groups or individuals" includes but is not limited to unregistered student organizations, community groups, private businesses, advertising agencies, unaffiliated teams, religious organizations, and political groups regardless of whether the body is formally or informally organized.

“Internal groups or individuals” includes but is not limited to employee, student, or alumni organizations, clubs, teams, or associations.

“WKU departments and units” means areas or offices that are primarily funded by the University, have staff or faculty positions, have a contractual relationship with the institution, or are generally understood to be part of Western Kentucky University.

### III. POLICY

#### A. Temporary Signage:

1. External groups or individuals **shall not** construct, install, affix, or place temporary signage on campus.
2. Internal groups or individuals shall not construct, install, affix, or place temporary signage on campus without prior approval (See IV(a)(1).)
3. WKU departments and units shall request approval prior to placing, installing, affixing, or constructing temporary signage on campus. (See IV(a)(2).)
4. Temporary signage shall not remain for more than 48 hours unless explicitly requested and approved. (See IV(a)(3).)
5. The following are exempt under this policy:
  - i. Construction, traffic, or safety signage;
  - ii. Signage placed on designated announcement boards located within buildings across campus, unless prohibited by announcement board policy;
  - iii. Event or parking signage placed by Athletics, the Office of Admissions, Campus & Community Events, or Parking & Transportation;
  - iv. Signage placed on a table;
  - v. A table/display set up in accordance with university practice *and* any associated temporary signage located within 30 feet of the primary location of the table/display;
  - vi. Student Government Association election signage or homecoming candidate signage, so long as the signage is created and placed in accordance with rules established by the Division of Enrollment and Student Experience; and
  - vii. Signage used to announce events or remind students of deadlines placed by the Office of Student Financial Assistance, the Bursar’s Office, the Advising and Career Development Center, or the University Registrar, so long as the signage has been approved by University Marketing and the director of the originating office. (See IV(a)(2).)

## B. Chalking:

1. Chalking is permitted **only** on uncovered and unshaded sidewalks/walkways on campus. Chalking shall **not** be done on streets, buildings, signs, nor any other structure or surface that is not a pedestrian sidewalk.
2. Chalking shall **not** contain messages that are commercial, harassing, defamatory, threatening, or inciting in nature.
3. All chalking is subject to washing as a part of regularly performed campus maintenance, event preparation, or general cleaning by WKU staff or contractors.
4. WKU is not responsible for safeguarding chalked messages from washing or alteration by other groups, organizations, or individuals who are not acting as an agent of the university.
5. Chalking shall not be done with spray chalk, chalk pens, water resistant chalk, or long-lasting chalk. Only dry, water-soluble sidewalk chalks which can be washed away by rain are permitted.

## **IV. PROCEDURE**

### A. Temporary signage:

1. Internal groups and individuals may request approval to place temporary signage by visiting [www.wku.edu/temporarysignage](http://www.wku.edu/temporarysignage). Requests should be submitted at least 14 days prior to the placement of the temporary signage and include the text and/or any images to be used. The use of registered WKU marks is subject to applicable trademark law and the guidelines set forth in the WKU Communications & Branding Manual.
2. WKU departments and units should submit requests for temporary signage at [www.wku.edu/temporarysignage](http://www.wku.edu/temporarysignage) well in advance and should adhere to WKU branding guidelines. University Marketing is available to assist with the design of temporary signage for WKU departments or units.
3. Requests for temporary signage to remain in place for more than 48 hours must be expressly requested and granted prior to placement.
4. Submitted requests will be reviewed by one or more of the following: (1) Communications & Marketing leadership, (2) Planning, Design, and Construction leadership, and/or (3) staff in the Office of General Counsel.
5. Unapproved signage will be removed and discarded without notice.
6. The collection of approved temporary signage is the responsibility of the individual, department, or group placing the signage. Uncollected signage (even if the signage was placed with approval) may be removed and discarded by the university after the placement period has passed.

## B. Chalking:

1. Chalking containing commercial, harassing, defamatory, threatening, or inciting messages may be washed by WKU staff or contractors.
2. Chalking on streets, covered/shaded areas, or any surface that is not a uncovered/unshaded pedestrian sidewalk may be washed by WKU staff or contractors.
3. When washing occurs (except washing described in III(b)(3) Facilities Management may request payment from groups, individuals, or businesses for the cost of services rendered.
4. Any lasting damage resulting from chalking or related activities will be assessed and billed to the appropriate individual, group, or business by Facilities Management. Where applicable, the University may pursue criminal vandalism charges for damages to state property and/or refer the matter to the Office of Student Conduct or Human Resources for additional review.
5. Violations of this policy (including reporting messages that are commercial, harassing, defamatory, threatening, or inciting in nature) can be submitted at [wku.edu/report](http://wku.edu/report).

## **V. RELATED POLICIES**

- A. [Monument Policy – 0.2200](#)
- B. [Outdoor Physical Commemorative Policy – 7.1100](#)
- C. [WKU Logo Usage; Communication & Branding – 8.1040](#)