

Ferris State University

BUSINESS POLICY

TO: All Members of the University Community 2011:01

DATE: October 2010 (added University Center 12/2014)

Use of Ferris State University Electronic Signs (Supersedes 2005:05; 2005:06; 2005:07; 2005:08)

The purpose of the Electronic Signs is to enhance the quality of student and community life through increased communication about programs, events and activities at Ferris State University.

Other announcements of University community interest will be posted as well, including message overrides for emergency announcements as authorized by the President and Campus Public Safety.

All non-emergency messages placed on the Ferris State University Message Centers located at the *Racquet and Fitness Center, Sports Complex, Student Recreation Center, Wheeler Pavilion and Williams Auditorium* must have prior approval from the manager of the facility. The University reserves the right to refuse any requested use of the sign.

Facilities and related contacts are:

- A. Racquet Facility: Director of PTM Program, and Manager
- B. Sports Complex: Associate Athletic Communications Director
- C. Student Rec Center: University Recreation Director
- D. Wheeler Pavilion: Student Services Representative
- E. Williams Auditorium: Auditorium Manager
- F. University Center: University Center Director

Priority Use of the Electronic Signs is:

Priority 1:	Emergency Announcements.
Priority 2:	Announcements promoting events hosted by the facility.
Priority 3:	University-wide general announcements as mandated by either the President or Vice Presidents of Ferris State University.
Priority 4:	Announcements from Ferris State University departments, promoting University-related events

Announcements for Ferris State University Electronic Signs will **not** include:

- Commercial advertising or implied endorsement or approval of any goods or services.
- Commercial sponsorship unless a signed sponsorship agreement specifies use of the sign and is approved in advance by the Vice President for Administration and Finance or designee.
- Promotion of alcohol, tobacco or any candidate, including political, factional, sectarian, racist, sexist, bigoted, false, misleading or deceptive viewpoints.
- Personal information and/or messages, i.e., congratulations, birthdays, deaths, birth announcements etc.

Procedures:

- Messages must be submitted in writing, either by completing the attached form and sending it via campus mail to the facility manager or by completing the Message Center Request form found on the University website under Faculty/Staff, Business Policies at <http://www.ferris.edu/htmls/administration/buspolletter/> and submitting it electronically to the manager. Verbal messages will not be accepted as the likelihood of spelling errors and information inaccuracy dramatically increases.
- Requests will be posted no earlier than two weeks prior to the event.
- Optimal use and effectiveness of the electronic message centers indicate that no more than three messages be displayed at a time.
- The Office of the President and designated Vice Presidents have final approval of the use and content of University Electronic signs.

Jerry L. Scoby
Vice President for
Administration and Finance

Contact: Designated Individual Facility Staff Member