



LaGUARDIA COMMUNITY COLLEGE

ON-CAMPUS PROMOTION: POSTERS, FLYERS, AND DIGITAL SIGNAGE

The [Division of Communications and External Affairs](#) consults with LaGuardia divisions, departments, offices, faculty, and staff to promote events and activities in an effective manner, reaching audiences on multiple platforms. LaGuardia students, faculty and staff are encouraged to use College resources including the “Campus Update” faculty/staff e-newsletter, “Red Hawk Round-Up” student newsletter, LaGuardia’s [website calendar](#) and social media platforms, to promote college-wide events and activities.

The use of posters and flyers is **limited** and should only be considered **if** no other options are available. LaGuardia Community College takes pride in its efforts to decrease its carbon footprint through digital content delivery. Posters on easels impact pedestrian flow and the mobility of individuals. The Division of Communications and External Affairs is available to assist in identifying alternatives to posters and flyers that communicate effectively to desired audiences.

STUDENTS

Student Affairs and Campus Life provide guidance to student clubs on the use of flyers, posters, and bulletin boards. Approval must be given by Campus Life before flyers and posters can be placed on designated bulletin boards across the campus. Materials created by student clubs and organizations should not utilize the LaGuardia Community College logo. Flyers and posters promoting an event must be removed once the event has occurred by the responsible event host/club. Contact [Campus Life](#) for assistance.

FACULTY AND STAFF

The Communications and External Affairs (CEA) Division provides guidance to offices, academic departments, and divisions across the college, on the use of flyers, posters, and bulletin boards. Approval must be given by CEA before flyers and posters can be placed on designated bulletin boards across the campus. Flyers and posters promoting an event must be removed once the event has occurred by the responsible event host/club. Contact the [Division of Communications and External Affairs](#) for assistance.

USE OF PROMOTIONAL POSTERS

Posters and easels can **only** be placed on the day of the event and **must be removed** by the hosting department/office immediately once the event has concluded.

Events and activities that occur on a series of days/weeks, will be promoted on the LaGuardia website, web calendar, social media and “Campus Update, faculty and staff newsletter and “Red Hawk Round-Up,” student newsletter, throughout the course of the scheduled event/activity.

- Posters for on-campus promotion do not require the use of the LaGuardia logo.
- Posters for on-campus promotion must be approved by the Division of Communications & External Affairs.
- Posters for external use must have the [LaGuardia logo](#) and must be approved by the Division of Communications & External Affairs, prior to printing.
- Posters on easels promoting these events should be removed daily and not be left unattended when the event/activity has concluded.
- Posters on easels should not block entrances or exits to buildings, classrooms, offices or walkways, stairways, restrooms or elevators.
- Posters cannot, *and should not*, be placed on campus walls, doors, or windows. Keep our campus free from unnecessary clutter!
- If left unattended, posters on easels will be removed, and the offices, departments and/or individuals responsible will be contacted.
- Whenever possible, and instead of using easels, mount letter-sized (8 1/2 x 11) flyers on designated campus bulletin boards.
- Students, faculty, and staff requesting to post on communal bulletin boards should contact the Division of Communications & External Affairs for more information and guidelines.

USE OF PROMOTIONAL FLYERS

PLEASE NOTE: Flyers can be placed **two weeks prior** to the event and **must be removed** by the hosting department/office immediately once the event has concluded.

Events and activities that occur on a series of days/weeks, will be promoted on the LaGuardia website, web calendar, social media and “Campus Update” and “Red Hawk Round-Up” throughout the course of the scheduled event/activity.

- Flyers for on-campus promotion do not require the use of the LaGuardia logo.
- Flyers for on-campus promotion must be approved by the Division of Communications and External Affairs.
- Flyers for external use must have the LaGuardia logo and must be approved by the Division of Communications & External Affairs, prior to printing.
- Flyers cannot, *and should not*, be placed on campus walls, doors, or windows. Keep our campus free from unnecessary clutter!
- Students, faculty, and staff requesting to post flyers on communal bulletin boards should contact the Division of Communications & External Affairs for more information and guidelines.

DIGITAL BANNERS ON TV SCREENS

The Division of Communications and External Affairs (CEA) manages the content and broadcast of digital banners that are displayed on the television monitors located across the LaGuardia campus. All digital banners must be created in consultation with the Division of Communications and External Affairs. Requests can be submitted by filling out the [Project Request form](#).

Digital banners are used to display college-wide information about student support services, on-campus events (such as Athletics and student activities), and college-wide initiatives. Digital banners cannot be used to promote individual courses, personal projects, or personal announcements.

- Digital banners are on display for 7-10 seconds. Banners include: name of event, location, time, date, and contact information. QR codes can also be included.
- Digital banners stay on rotation, no more than two weeks prior to the date of the event.
- Digital banners are removed the day after the scheduled event has ended.

APPROVAL PROCESS

Once approval has been provided by CEA (by email), an email will be sent by CEA to the Print Shop so production can begin.