

Exterior Posting & Advertising Policy

Accommodations for individuals with disabilities in accessing these policies are available upon request by emailing accessiblepolicy@wcupa.edu

Purpose and Scope

West Chester University (WCU) facilities and grounds are mainly for its students, faculty, and staff to advance the University's educational mission. The purpose of this policy is to limit exterior (out-of-doors) postings and advertisements on the exterior of University facilities and grounds. This policy is not intended to infringe upon the First Amendment rights guaranteed by the United States and Commonwealth of Pennsylvania Constitutions.¹ The responsible University Official for overseeing this policy shall be the Vice President for University Affairs and Chief of Staff.

The policies and procedures provided herein apply to all West Chester University students, faculty, staff, volunteers, affiliated organizations, WCU Student Government Association's recognized clubs and organizations, contractors, and the general public. This policy applies to all University facilities and grounds as defined herein, including traditional and affiliated housing (USH), and all other buildings or structures owned or leased by the University. However, nothing herein is intended to limit the ability of the Office Residence Life & Housing to regulate postings and advertisements within University or USH residence halls.

Policy Statement & Procedures

¹ Nothing in this policy is intended to limit or expand the rights of WCU employees or their respective bargaining units concerning any lawful labor activity as recognized and protected by the Public Employe Relations Act (Act of July 23, 1970, P.L. 563, No. 195, as amended) (43 P.S., Sections 1101.101 to 1101.2301 inclusive). Further, this policy does not otherwise restrict those rights of individuals to engage in expressive activity as set forth in WCU's [Time, Place, and Manner for Expressive Activities Policy](#).

I. General Prohibition on Exterior Postings

- No materials may be displayed on the exterior surfaces of any University building, exterior pillars, breezeways or walkways, sidewalks, trees, plant life, light and lamp posts/poles, benches, trash receptacles, traffic control signs, bus stop shelters, or other existing permanent signs or posts unless otherwise indicated by this policy.
- No materials may be displayed on or against the interior side of any window whereby the posted material is visible on the outside of the building.
- Flags and yard signs are generally prohibited. Official University yard signs or yard signs of a directional nature are permitted; however, no yard signs or flags are permitted inside the perimeter of the oval within the Academic Quad.

II. Banners

- Unless otherwise used by a college, department or division as locational or directional aids, banners are only permitted on the front railings and from the second-floor stairwell of the Sykes Student Union. For banner procedures in the Sykes Student Union, please see the [Sykes Student Union Building Procedures](#).
- Additionally, per the "Outdoor Banners" information contained in the [WCU Communications and Marketing - Advertising a Campus Event](#) webpage, please note banners at the corner of University Avenue and Church Street must be approved by the Borough of West Chester since that location is not University property.
- All banners shall be removed within 24 hours of the promoted event's completion or the next business day if the event occurs on a weekend or holiday.
- Any banner hung in an area not designated above, or without the appropriate approvals will be removed and discarded.

III. Other Prohibited Locations

- Postings and banners are not permitted in areas where they could be potentially dangerous, destructive, or difficult to remove.
- Placing materials on windshields of vehicles on campus is prohibited. The only exceptions are official University notifications on parking-related matters as approved through the West Chester University Police Department/Public Safety – Parking Services.

IV. Violations

- Violators of this policy are subject to all applicable laws and regulations, including municipal ordinances, and the policies of the University and State System.
- Violation of these provisions constitutes grounds for removal and disposal of the posted material.
- West Chester University reserves the right to charge back the cost of removal of any posted material or banner, and any associated repairs, to any entity or individual that violates this policy.
- Violations of this policy may be subject to assessed penalties for any infractions incurred, which may result in the loss of posting privileges. Additionally, the University reserves the right to investigate and initiate disciplinary action against any student or employee consistent with applicable State System or University policy, [Student Code of Conduct](#), or applicable collective bargaining agreement.

V. Student Club/Organization Approval Process

- Student Government Association (SGA) recognized student clubs and organizations must adhere to all posting procedures and guidelines set forth in this policy and as administered by the Office of Student Leadership and Involvement.

Definitions

Posting Materials: any poster, flyer, sign, brochure, or other advertisement or message, including electronic media or digital bulletins, and items made of paper, vinyl, or other fabric material. No posting should exceed 18" x 24".

Banners: Banners are defined as any communication or advertisement, larger in size than posting materials (18" x 24") made of vinyl, and/or fabric material and not exceeding a width of 6' or length of 10' (6' x 10').

Traditional Housing/Residence Life & Housing: Traditional Housing/ Residence Life & Housing, includes student housing owned by WCU. This includes but is not limited to Goshen, Tyson, Schmidt, and Killinger Halls. Traditional Housing/Residence Life & Housing also includes South Campus and College Arms Apartments, and any other University owned or leased permanent or temporary housing built or acquired in the future.

Affiliated Housing/University Student Housing (USH): Affiliated Housing/University Student Housing (USH) are Allegheny, Brandywine, Commonwealth, and University Halls. USH also includes The Village and The East Village Apartments.

References

[WCU Communications and Marketing - Advertising a Campus Event](#)

[Office of Student Leadership and Involvement](#)

[Sykes Student Union Building Procedures](#)

[Borough of West Chester](#)

[WCU Policy Library](#)

[PASSHE Board of Governors Policies](#)


[PASSHE Collective Bargaining Agreements](#)

[Student Code of Conduct](#)

Reviewed by: VP for University Affairs, Department of Public Safety and Parking Services, University Facilities

Office of Labor Relations Review: William Helzlsouer, Chief Human Resources Officer

Policy Owner: Andrew C. Lehman, Vice President for University Affairs and Chief of Staff

Approved by: 
Dr. Jeffery Osgood, Jr.
Executive Vice President & Provost
October 16, 2024

Effective Date: October 24, 2024

Next Review Date: October 24, 2028

History –

Initial Approval: 10/16/24

Review Dates: N/A

Amended Dates: N/A