



University Community (faculty, staff and students), Tenants and General Public

SUBJECT	EFFECTIVE DATE	POLICY NUMBER
Marketing Your Events at the Graham Center & on the Electronic Message Board (EMB) System	July 2014	
RESPONSIBLE UNIVERSITY DIVISION/DEPARTMENT	RESPONSIBLE UNIVERSITY OFFICERS	
Division of Student Affairs/Graham University Center	Sanyo Mathew, Senior Executive Director Carlos Carrasco, Director Administrative Operations Vanessa Vazquez, Assistant Director Event Management Adriana Trespalacios, Assistant Director Administrative Operations	

POLICY STATEMENT (R*)

- I. The Graham Center (GC) provides the following marketing media to promote University events and programs: Electronic Message Boards (EMB), LCDs, designated windows and doors, banner spaces, floor decals, and display cases for flyers/brochures.
1. Limited printed marketing materials are displayed only in approved, designated areas. Printed materials may not be displayed on the following exterior and interior areas: walls, ceilings, columns, restrooms, mirrors, trash cans, private property, doors, windows and floors (only with proper reservation process completed). Free-standing signage (ie. easels, a-frames, etc.) is not permitted.
- II. Marketing is subject to University Policies & Regulations, Student Code of Conduct, and ADA codes. Not permitted: solicitation (without prior approval), defamation, obscenity, pornography, promoting violence or overthrow of the Government or of the existing authorities, inciting to riot and/or infringement on the rights of others.
- III. Display of marketing materials in the Graham Center, does not constitute an endorsement whatsoever.
- IV. All materials must be neat and legible. The content must include the name of the student organization and/or FIU department, and give the date, time, location, and any applicable charges. If another language is used, an English translation must be included.
- V. Marketing materials must not promote the consumption of alcoholic beverages, gambling, or illegal activities.
- VI. On a limited basis and with prior Graham Center approval, premises and marketing spaces may be used for the promotion of commercial and/or for-profit organizations, when co-sponsoring a University event, or under contract with the University.
- VII. Materials concerning special interests, causes, propaganda, newsletters, newspapers, or handbills will be submitted to the Welcome Center staff for distribution.
- VIII. At any time, the Graham Center Interim Executive Director or designee may deny a request or rescind any approved requests. Requests will be denied for any of the following: infringements on the safety, health, and welfare of the University community and the order of campus operations; displays that are offensive or graphic in nature; violation of ethical standards; and noncompliance with stated policies, procedures, and laws, or other reasons the University deems inappropriate for a public area. The Graham Center Executive Director reserves the right to reduce display time, change space allocation and deny space, when deemed necessary.
- IX. Policy violators will lose their display allocation, may be denied future marketing privileges in the Graham Center. When applicable, cases will be referred to the Department of Student Conduct & Conflict Resolution.
- X. Graham Center is not responsible for safeguarding marketing materials and reserves the right to dispose of unclaimed and outdated materials.
- XI. All exceptions to the above will be handled by the Graham Center Interim Executive Director or designee.
- XII. Assigned space is non-transferrable and must be used for the purpose stated in the request form.
- XIII. All users must maintain display areas in an attractive manner and material must be current.

XIV. Posting materials in the classrooms is restricted to classroom information only.

REASON FOR POLICY (O*)

1. To facilitate the promotion of University programs and activities.
2. To establish an orderly process for marketing locations at the Graham Center to promote University programs and activities.

CONTACTS (R*)

Administrative Office's Address	Telephone Number	Fax Number
Graham University Center, GC 1210 11200 S.W. 8 th Street Miami, FL 33199	305-348-2297	305-348-3448

HISTORY (R*)

Last revised: July 2014
Previous revisions: July 2013, March 2010, July 2009, July 1996

DEFINITION (R*)

2. **EMB** - Electronic Message Boards. Located at the MMC north and east campus entrances and BBC campus.
3. **LCD** - Liquid Crystal Display. Located inside the Graham Center: Main Office (GC 1210), Panther Pit (GC 100W1), GC 150, GC 140, Kaplan (GC 1200), SGA Office (GC 211), Campus Life (GC 200W5), Career Services (GC 230), Classroom Lobby (GC 260W2), Welcome Center (GC 181), Virtual Concierge (GC south entrance), and Student Art Gallery (GC 180W).
4. **Display case** – Enclosed glass display case located in the Ballroom Lobby. Plastic display cases for printed marketing materials located at restroom entrances.
5. **Windows** - designated windows.
6. **Building Entrances** - North, south, west, and Atrium.
7. **Printed marketing materials** – Flyers: 8 ½ by 11 inches or smaller.
8. **Indoor Banners** – Standard size: 3' by 5', material must be flexible, light weight, waterproof (i.e., vinyl), with horizontal orientation and grommets for mounting. Located in the GC Atrium.
9. **Outdoor Banners** – Standard size: 16' by 4', must not to exceed 20' by 4', material must be flexible, light weight, waterproof (i.e., vinyl), with horizontal orientation and grommets for mounting. Located at the north and south entrances.
10. **Floor Decals** – Adhesive sticker located in designated areas. See locations floor plan. Content and material subject to approval. Size of floor decal: 36" by 36".

PROCEDURES (O*)

1. **All Marketing Requests:**
 - a. Must promote a University program and event.
 - b. Duration of marketing reservations are limited to two (2) weeks.
 - c. Marketing requests are taken on a first-come, first-served basis, but priority will be given to emergency announcements, such as hurricanes/weather, fire, flooding and other safety issues.
 - d. In addition to above, priority will be given to announcements of University wide interest and concern, from administration, Office of the President, NCAA games, etc.
 - e. Management may also prioritize the message and its placement with regards to time, frequency, and location, as well as edit content to conform to technical requirements.
 - f. No materials, signs or markings (chalk, spray paint, ink markers, etc.) may be erected or placed on the grounds or landscaping of the building without prior approval of the Graham Center Office and Facilities Management.
2. **Graham Center staff shall perform the following duties related to this policy:**
 - a. Verify organization's status and registration.
 - b. Monitor on a daily basis and remove outdated and unauthorized material.
 - c. Ensure request forms have been completed and that appropriate fees, if applicable, are paid.
3. **Electronic Message Board (EMB) Guidelines:**
 - a. Limit of 3-5 messages on rotation at one time.
 - b. Technical requirements:

- i. Maximum of 120 characters per message
- ii. Minimum font size: 30(40 works best)
- iii. Recommended font: Arial or Helvetica
- iv. Ratio of screen is 16:9; graphics submitted should be in JPEG format sized at 1280 X 720 pixels
- c. Video is reserved for presidential events and initiatives.
- d. Messages that promote events, including lectures and speakers, must:
 - i. Be university wide (open to all or the majority of FIU students)
 - ii. Be specific to one date, time and location
 - iii. Contain no more than one photo or image
 - iv. Contain no university labels on the message
- e. Messages will be displayed no more than 2-3 days in advance, based on availability
- f. Flyers must be approved by the Senior Executive Director of the Graham Center.

4. LCD Procedures:

- a. Only one slide per event may be submitted for the static loop. It will be shown on a first come, first served basis.
- b. Content may be submitted up to three (3) weeks prior to event date. Allow three (3) business days for processing time. Approved content will be displayed on rotation for a maximum of two (2) weeks prior to event date.
- c. Content loop times will vary on number of current advertisements playing.
- d. GC reserves the right to change, delay, or halt regular programming for maintenance, updates, or special events, as necessary.
- e. E-mail marketing requests to gc@fiu.edu.
- f. Content display on the Digital Signage system must meet the following minimum requirements before it will be approved and scheduled for display:
- g. **Digital Slides:**
 - i. Format: .bmp, .png, .jpeg, .gif
 - ii. Resolution: at least 96dpi
 - iii. Maximum length of digital slide: 10 seconds
- h. **Digital Video:**
 - i. Format: .avi, .mov, MPEG2, MPEG4, Flash
 - ii. Maximum length of digital video: 120 seconds

5. LCD Guidelines:

- a. **Digital Slides:**
 - i. **Aspect ratio:** Digital signage content must be created in a horizontal format. Display screen area for slides use a 16X9 ratio. When preparing digital slides the width of the slide should be approximately 1.77 times greater than the height. The following dimensions display best: 1280X720 pixels, 1600X900 pixels and 1920 X 1080 pixels.
 - ii. **Readability:** Slides are typically displayed for 7 to 10 seconds at a time. Therefore, limit text and graphic images accordingly.
 - iii. **Text and Fonts:** Forty characters or less is the preferred line length, and a maximum of ten lines per slide. Due to resolution limitations, avoid font size smaller than 20 points and light, ornate fonts.
 - iv. **Color and Contrast:** Insufficient contrast between text and background colors, as well as using a very bright color, can make reading difficult.
- b. **Digital Video:**
 - i. **Aspect ratio:** Digital signage content must be created in a horizontal format. Display screen area for slides use a 16 X 9 ratio. (16 units wide and 9 units tall). When preparing digital video, the width of the video frame should be approximately 1.77 times greater than the height.
 - ii. Questions about LCD content requirements and LCD marketing display requests should be directed to: gc@fiu.edu.

6. Designated Windows, Doors and floor decals:

- a. Window painting must be taken down by the customer that reserved the space.
- b. See location map for windows, doors, and floor decals.

7. Indoor and Outdoor Banner spaces:

- a. Only Graham Center staff may install and remove banners.
- b. Can be displayed on GC portable partitions at the GC Pit and 1st floor tables, affixed with pushpins to partitions.

8. Entrance Doors & other Glass Displays:

- a. Can be reserved according to marketing fee schedule.
- b. Subject to Fire Marshall and ADA regulations. Displays must not obstruct view nor be placed on handicap doors.
- c. Check with the Graham Center Event Planning Office GC-1210 (305) 348-2297 for location areas, fees, and material guidelines for installer.
- d. Space must be assigned and paid at time of reservation.

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FORMS/ONLINE PROCESSES (O*)

LCD: E-mail marketing requests to: gc@fiu.edu

EMB: Electronic Message Board Request Forms at gc.fiu.edu