

## Flyers on the MCC Campus

McLennan Community College's Marketing & Communications (MARCOM) department has developed a set of guidelines to govern the hanging of flyers around campus.

These guidelines are intended to:

- Keep the College's buildings clean and in good condition
- Ensure consistency with College standards for publications
- Comply with relevant College policies and procedures

### What is the process for getting my flyer approved and posted on campus?

All flyers must be approved by MARCOM prior to posting on campus. This rule applies to all requesters (faculty, staff, students, student clubs/organizations as well as individuals not affiliated with a student club/organization and/or the College).

Flyers should be used for announcements regarding campus events, activities, and general information, e.g., music presentations, theatre programs, lectures, blood drives, or campus relocations.

### Approval process

Email Marketing & Communications ([marcom@mclennan.edu](mailto:marcom@mclennan.edu)) with a digital copy of your flyer or bring a hard copy to Administration, Marcom offices (3<sup>rd</sup> floor). You will receive an email response about your materials.

### Printing your flyer

If your flyer is approved, you may contact MCC's copy center ([copycenter@mclennan.edu](mailto:copycenter@mclennan.edu)) to get them printed or have them printed off-campus. (You will need to provide the Copy Center with your MCC account number, in order to pay for the copies.) (See specifications below.)

### Delivering your flyers for posting

Have the hard copy flyers delivered to MARCOM in the Administration building, 3<sup>rd</sup> floor, at least one week prior to expected posting on campus.

### Posting process

MARCOM will place your flyer in a queue of other flyers for distribution on campus and will also take your flyer down once it has been posted for two weeks or the event is over.

## What are the requirements for flyers?

### Flyer Specifications

- 8.5" x 11" (vertical only)
- Printed on cardstock
- Printed front and back
- Printed in color, if the graphic was created in color
- 10-12 copies permitted

### Content

- On-campus organizations advertising approved activities
- Off-campus groups advertising non-profit and/or student-interest activities with prior approval of the Director of Marketing & Communications
- Political subjects may have yard signs placed at the discretion of the Director of Marketing & Communications (limit of one sign per candidate)
- All other content will be reviewed by MARCOM and approved or denied on an individual basis.
- All signs, posters, flyers, literature, etc. to be posted and distributed on campus must be approved and posted by MARCOM.
  - MARCOM posts a maximum of 12 flyers, as space permits, in approved posting locations as specified by MCC policy.
  - Posting is prohibited by policy on building doors or walls.

### Posting

- MARCOM posts flyers on or near the front entrance of most buildings (except the Administration building, where posting is strictly prohibited), starting with the most high-traffic areas.

## Why can't I just post flyers on campus myself?

MCC works to accommodate everyone's needs and desires for posting flyers for their event or project. We receive more requests for posting flyers than we have available room for posting. Therefore, we must offer guidelines in order to remain fair and offer the same opportunity for all campus departments and organizations to post their flyers.

See Policy E-XVIII "Signs, Posters, and Literature On-Campus"  
(<http://www.mclennan.edu/employees/policy-manual/docs/E-XVIII.pdf>)