

# HERKIMER COUNTY COMMUNITY COLLEGE BOARD POLICY

**TITLE:** Commercial Advertising On Campus

**POLICY #:** CR 05-03

**DATE OF BOARD OF TRUSTEES APPROVAL:** September 22, 2005

**RESOLUTION #:** 05-03, 20-7

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**POLICY STATEMENT:** It is College policy that no commercial advertising will be placed at any location on campus or on any College-owned digital platform without the expressed permission of the College President. The following guidelines should be considered when permission is being requested:

- Is the product/service being proposed appropriate for the college/community?
- Does the location of the advertisement interfere with the view of the campus/valley so as to detract from the venue?
- Is the size of the advertisement appropriate for the location?

Commercial advertising placed on the campus or on any College-owned digital platform may be moved, at the direction of the College President, at any time to address the long-term or short-terms needs of the College.

**BACKGROUND:** This policy was adopted in 2005 in response to the College Board of Trustees request for the development and approval of a policy regarding the placement of commercial advertising on campus to prevent such advertising from obstructing views, or otherwise being obtrusive. The policy was amended in 2021 to reflect the addition of advertising on digital platforms owned by the College.

Revised: 4/26/2021