

SUBJECT: Electronic Marquee (EM) System (located outside the front entrance of the University Center)

A. PURPOSE: This policy sets forth the process to be used in regard to the Electronic Marquee (EM) System.

B. SCOPE: This policy applies to all University employees and students.

C. POLICY: The University Center Director is responsible for the operation of the Electronic Marquee (EM) System. Technical support and maintenance requirements for the system will be coordinated with the appropriate University office.

The objective of the EMS is to communicate information to all University-related constituencies. Authorized messages include, for example, future academic, athletic, cultural and other events that are sponsored or co-sponsored by the University. All messages must be related to the University. Official announcements/messages by University offices and University-recognized organizations may be authorized. Organizations holding events in University facilities may announce their programs. Messages will be displayed pending space availability. No personal messages will be permitted nor will advertising for non-University related events or enterprises. No partisan political messages will be displayed.

D. PROCEDURES: University offices and University-recognized organizations will submit a request (either written or electronic) to the University Center Administrative Office, Attn: EMS Manager no later than two weeks prior to the requested start date. The request must include the following information: sponsoring office/organization; point of contact, and phone number.

The EMS Manager will review the request to ensure all required information is submitted. Requests that do not meet the established criteria will be returned to the requestor. If the requestor desires to request an exception to policy, the requestor will provide additional justification to the Manager who will then forward the request to the Vice Chancellor for Student Affairs for review.

Messages are entered using a computer connected directly to the electronic sign. Messages may be updated as necessary during the display period (e.g., update a message that gives a date of "tomorrow" and then "today"). Requesters may suggest the type and duration of each message panel, graphics, and other elements that can enhance their message. The EMS manager reserves the right to edit messages for clarity, brevity and propriety.

Approved messages will be displayed as early as possible on the requested start date. Messages will be deleted from the EMS the first working day following the advertised event/activity.

Questions should be addressed to EMS Manager, University Center Administrative Office, Room 221 Chavis UC, phone 910.521.6584, email address: cynthia.oxendine@uncp.edu.