

Western Carolina University College of Education and Allied Professions Guidelines on News and Digital Signs

Date: September 26, 2018

These Western Carolina University College of Education and Allied Professions Guidelines on News and Digital Signs (**Guidelines**) sets the requirements that will be used to determine content that may be posted to the College's news blog (<http://clearvision.wcu.edu>) and the digital signage owned and managed by the College (**Content Locations**).

The content posted to the Content Locations shall relate only to the College of Education and Allied Professions (**College**) and its relationship to/with faculty, staff, and students as defined in these Guidelines. Nothing in this document shall create either a public forum or a limited public forum. The Content Locations are not open to public expression.

For the purpose of these Guidelines, a "student" shall refer to any student or alumni who majored in an academic program currently housed in the College or were housed in the College when the student earned a degree.

For the purpose of these Guidelines, "faculty" and/or "staff" shall refer to only those individuals who are employed by or assigned to the College.

Nothing in these guidelines shall preclude Western Carolina University (**University**) from posting content to the Content Locations at its discretion, upon consultation with the Dean of the College (**Dean**).

Permitted Content

The following categories identify content that is permitted to be displayed on the Content Location(s):

- Academic achievements and experiences; service activities; career milestones and achievements; and academic and professional awards and honors; by faculty, staff, and students;
- Media appearances of faculty, staff, or students in their capacity as a member of the university community;
- University and College related awards and honors;
- University, College, department, or program specific newsletters;
- Events within the College, organized by a unit in the College;
- Events organized by all Recognized Student Organizations (RSO) that (1) are societies for majors housed in the College and (2) has an advisor who is a faculty or staff member in the College
 - All content from an RSO must be approved and forwarded by the advisor;
- Academic related information, including deadlines; and
- Services offered by the College, department(s), or program(s) within the College

Explicitly Excluded Content

The following content is explicitly not permitted on the Content Locations:

- Solicitation for any product or service; and

- Content not explicitly permitted in the Permitted Content section

Digital Signage Content Time Limits

The default time for running content on a digital sign is two weeks unless otherwise permitted by the Dean.

How to Submit Content

Contact Zara Shick in the Dean's Office to submit items for the news blog OR submit items through the online form:

<https://www.wcu.edu/learn/departments-schools-colleges/CEAP/about-the-college/ceap-news-submission.asp>

Contact Misty Colton in Suite 201 to submit items for the digital signs.

The person to whom content is submitted will determine if the content is permitted or excluded.