Date Submitted: June 1, 2015

Department: Facilities Management

Division: Operations Division

Authority (RCW, WAC): N/A

Policy & Procedure Number:

Title: CWU Policy 2-10-035, Enterprise Communication – NEW

CWU Procedure 7-10-035, Enterprise Communication - NEW

Summary of Impact:

Enterprise communication in the form of institutional signage is an important component of Central Washington University. The purpose of the new policy and procedure is to establish consistent signage practices and to provide standards and minimum requirements in order to evaluate and regulate signage constructed, installed and displayed on university property.

The documents were developed by the Enterprise Communication Committee (ECC)* and have been reviewed by the Enterprise Facilities Committee (EFC).

* includes representatives of Public Affairs, Purchasing, Publicity Center, Information Services, Police and Parking Services, and Facilities Management
(1) **General purpose, intent, and definitions**

(A) Enterprise communication in the form of institutional signage, permanent and temporary, is an important component of Central Washington University. The purpose of this policy is to establish consistent signage practices in order to provide clear information to members of the campus community and visitors.

(B) The intent of the provision contained in this policy is to provide standards and minimum requirements in order to evaluate and regulate signage constructed, installed and displayed on university property.

(C) Enterprise communication means any identification, description, illustration, or device which is visible from any public place or is exposed to the public and which directs attention to a product, message, service, place, person, entity, institution, event, business use or cause. For the purpose of this policy, this includes banners temporary signage (yard signs, sandwich boards); permanent signs that are attached to buildings, structures or landscape features; or freestanding monuments, permanent plaques or marquees and digital signage (any permanent or semi-permanent electronic display device, interior or exterior, that delivers content in a public space). Event-related signage or posters must also follow the university’s posting policy available at [www.cwu.edu/student-union/policies-and-procedures](http://www.cwu.edu/student-union/policies-and-procedures).

(2) **Authority**

This policy applies to all university offices, auxiliaries, affiliates and related organizations. The Vice President for Operations has delegated oversight of this responsibility to the Enterprise Communication Committee (ECC), a sub-committee of the Enterprise Facilities Committee. ECC membership includes representatives of Public Affairs, Purchasing, Publicity Center, Information Services, Police and Parking Services, and Facilities Management. Enterprise communications is also governed by CWU Policy 2-10-030, Communication and Identity Plan, which established brand identity standards regardless of media platform.

(3) **Requirements**

Any enterprise communication erected on Central Washington University property or installed, affixed or otherwise attached to any building, structure or landscape feature must meet the design standards of the university as set by the ECC. This signage must be approved by the ECC and the President (or
designee) and be installed by or under the supervision of Facilities Management. Parking and traffic signs shall conform to standards required by law and shall be installed by or under the supervision of Facilities Management.

(4) Commercial Advertising

(A) All permanent signage pertaining to commercial solicitation or sales by an external vendor must be approved by the ECC.

(B) All temporary signage pertaining to commercial solicitation or sales by an external vendor must be approved by the Public Affairs office.

(C) External advertising requires a university contract approved through the standard university process to ensure that proposed advertising does not conflict with existing contractual obligations or university standards. Ultimate responsibility for content posted to digital signs lies at the department head level, not necessarily with the employee who posts content and manages the signs.

(5) Procedure CWUR 7-10-035X-XX-XXX, Enterprise Communication

[Responsibility: Facilities Management Department; Authority: Vice President for Operations; Reviewed/Endorsed by: Cabinet/UPAC; Review Effective Date: xx-xx-xxxx; Approved by: James L. Gaudino, President]