

Policy Statement

The Everett Community College Sustainability Office (hereafter referred to as EvCC Sustainability) manages the advertising space available in the outdoor trash/recycle receptacle signage spaces. It is the authority of EvCC Sustainability to review any potential advertising or communications via these signage spaces, and through this policy, EvCC Sustainability intends to provide effective oversight of the use of these spaces, while maintaining an aesthetically pleasing environment.

Policy Rationale

This policy has been developed to inform users, both within the campus community and in the community at large, about advertising opportunities and ensure seamless, uniform access. It has been developed to maintain an environment that is safe, aesthetically pleasing, and in the best interest of Everett Community College (hereafter referred to as the College) and its mission.

Policy Enforcement

EvCC Sustainability shall enforce and administer the policies contained herein. Violations of this advertising policy may result in:

- Removal of the material, to be discarded by EvCC Sustainability Staff.
- Offending entities may be given written or verbal warnings about their violations. Repeated offenses can result in permanent blacklisting of the offending organization or entity from the use of this space.

Policy Overview

EvCC Sustainability strives to provide resources that advance the College's mission, and ensuring that we meet our institutional goals and legal requirements for reducing greenhouse gas emissions and promoting sustainability across all aspects of campus operations. Our preference is given to potential users of this ad space that will also promote those same goals.

Unacceptable Advertisements/Promotions:

Decisions concerning appropriateness are at the sole discretion of approvers, including EvCC Sustainability Staff and other College employees involved in marketing or communication.

- Information or items that are discriminatory in content or nature.
- Events or activities that exclude any segment of the student body.
- Content or information in a language other than English, unless a translation is stated or provided in the content.
- Any partisan political activities or events that is not sponsored by an EvCC student club*
- Depiction or marketing the consumption of alcohol, marijuana, tobacco or other illegal substances
- Solicitation of credit cards
- Marketing of weapons (i.e., knives, firearms)
- Pornographic material

*A student organization sponsoring such an event is not a guarantee that the material will be approved.

Advertising Locations and Information

EvCC Sustainability is the authority of the signage space on all outdoor trash/recycle receptacles, including the Big Belly Solar Compacters. There are 17 bins with 11"x17" signage spaces (34 spaces total) and 7 bins with 18"x30" signage spaces (14 spaces total). Placement of material will be worked out between the approvers and the users of the space. A map of these locations is available upon request.

Use of Ad Space Procedures

If you or your organization is interested in using the ad space discussed in this policy, contact EvCC Sustainability by emailing sustainability@everettcc.edu with the subject header "Advertising" to get information on availability. Upon confirmation of availability, you will be required to submit a request form, available on our web page (advertising).

Upon receiving your completed request form, EvCC Sustainability staff will review your proposal and respond with information on availability, pricing, and a preliminary decision on approval. Final approval will be given after the content is reviewed by all appropriate College employees.

Requests for use of ad space are processed on a first come, first served basis.

Pricing

| Ad space/fee description | Price Per Quarter |
|--------------------------|--------------------------------|
| 11"x17" Signage Space | \$12.00 per individual space** |
| 18"x30" Signage Space | \$25.00 per individual space** |
| Advertising Fee | \$145.00** |

**Pricing may be adjusted on sliding scale for certain groups. Ask us about reduced prices in your proposal to learn more.

For on-campus users, such as student clubs or academic departments, the \$145.00 advertising fee will be waived. Reduced prices are still available under approvers discretion.

User Responsibility

It is the responsibility of the users of the ad space to:

- Provide payments in a timely manner.
- Ensure that content is in accordance with this policy.
- If there are missing or damaged posters, inform EvCC Sustainability staff and provide new copies if you want them replaced.

Approvers Responsibility

It is the responsibility of EvCC Sustainability staff and other approvers to:

- Notify potential users of availability.
- Process requests in a timely and efficient manner.
- Ensure that content is in accordance with this and College policies.
- Insert and remove content from the agreed upon signage spaces.
- Inform the user when their use of signage space expires.

Everett Community College does not discriminate on the basis of race, color, religious belief, sex, marital status, sexual orientation, gender identity or expression, national or ethnic origin, disability genetic information, veteran status or age or status in its program and activities, or employment.

The Chief Diversity and Equity Officer has been designated to handle inquiries regarding nondiscrimination policies and can be reached at 2000 Tower Street, Everett, WA 98201, or by phone at [425-388-9979](tel:425-388-9979)