

EMU STUDENT CENTER

Marketing Communication Procedures



The EMU Student Center recognizes the need for University departments, campus organizations and student organizations to disseminate and share campus information. The following procedures are provided to assist groups who wish to advertise and market programs in the EMU Student Center.

Please review these procedures carefully and share with fellow employees in your department. All advertising material is subject to approval by the Student Center Administration. Should you have any questions or concerns, please contact Gabrielle Miller at gmille28@emich.edu or in [Room 370](#), Student Center Administration. Thank you for your support and cooperation.

Revised: 07/18

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CHALKING

1. Prior to the Application of Chalk, Student Organizations must contact the Custodial Department at [487-3684](tel:487-3684).
2. Events must take place at the Student Center or on Campus.
3. The following information is required:
 - Name of Organization
 - Contact Person's Name and Phone Number
 - Date of Chalk
4. Site to be Chalked
 - Chalk must be washable
 - Apply chalk to approved areas only
 - Obscene or derogatory wording or images are not allowed
 - Do not apply chalk within ten feet of any building entrance
 - Remove chalk one week after event or apply for extension
 - Student Organization is responsible for removal of chalk