Tulane University Acceptable Use Policy

The Student Guide to Policies and Procedures is updated annually. The content of the policies contained within this publication are accurate as of August 1, 2016. The information in this publication applies to the 2016-17 academic year. The University reserved the right to change the information herein without prior notice, in accordance with established procedures.

The most up to date version of this policy can always be found at: http://isowiki.tulane.edu/Tulane_Information_Security_Policies/Tulane_University_Acceptable_Use_Policy

PURPOSE

Tulane University provides computing resources to faculty, staff, students and affiliates for academic and administrative use in support of the mission of the University to create, communicate and conserve knowledge. The University strives to provide a robust, resilient and reliable information technology infrastructure to enable excellence in scholarship and education through the effective and innovative use of computers and information technology. Because computing and network resources are shared and limited, individuals should use the systems responsibly in pursuit of academic and administrative functions, and in doing so, are not to infringe on the rights, integrity or privacy of others or their data. In using the computing systems and network, individuals and groups must abide by standards of lawful and ethical behavior.

AGREEMENT

By using Tulane’s computing systems and network, each person agrees that information they post on or distribute through the systems or network contains: no obscene or indecent material; no advertising material or promotional material for products or services; no material which constitutes libel, slander or invasion of privacy or publicity rights; no violation of copyrights or trademarks; no incitement to riot or violence; no violation of University policies and regulations; and no violation of federal, state or local law. Each person also consents to the following:

• Respect for system security. It is your responsibility to protect the integrity and security of the data in your account and observe all network security practices as required by the University. You, and you alone, accept responsibility for all matters pertaining to the proper use of your account; this includes choosing safe passwords and ensuring that file protections are set correctly. You agree not to give away your user id and password, for any reason, or under any circumstance. You agree not to use someone else’s account, either with or without permission.

• Responsible use of computing and networking. You agree not to obstruct any others’ work by using unnecessarily large amounts of network resources (such as bandwidth and storage space) or deliberately act in a manner that will cause harm to the network. You agree not to send spam, chain letters, or other mass
unsolicited mailings. You agree not to advertise or conduct non-University business using university resources unless approved by an authorized University official.

• **Respect for copyright.** Unauthorized distribution of copyrighted material is a violation of federal law. In accordance with the Digital Millennium Copyright Act, the University, once notified of alleged copyright violations, will disconnect from the network the server or computer of the individual(s) involved. The individual who is distributing the copyrighted materials is responsible for any copyright infringement.

• **Respectful Communication.** You agree to communicate only in ways that are kind and respectful. You agree to not intentionally access, transmit, copy, or create material that violates applicable laws or the University’s code of conduct (such as messages that are pornographic, threatening, rude, discriminatory, or meant to harass).

• **Respect for Tulane’s computing systems and network administration.** You agree to use the systems and network in a way which promotes Tulane’s academic mission. Accordingly, you acknowledge and consent that, when it is necessary to perform systems administration, or, in order to protect Tulane’s legal interests, network administrators may access your files and data on the Tulane computing systems and network. In addition, you consent to monitoring and review of your user id, user activity, files and data on the Tulane systems and network, as well as Tulane’s right to “freeze” or remove access to any files or data which Tulane reasonably believes violates User Obligations.

**SPECIFIC PROHIBITED ACTIONS**

You are given access to Tulane University’s computing systems and network because they are tools to help you meet your academic and administrative goals. This access, however, is a privilege, not a right. The University reserves the right to withdraw any and all privileges in the event of a violation of this policy. Specific prohibited activities and behaviors are defined in but **are not limited** to the Guidelines for Acceptable Use document.

**PENALTY FOR VIOLATION**

Violations of this policy by students shall be treated as violations of the Code of Student Conduct and will be referred to the Office of the Vice President for Student Affairs for
Faculty and staff members who violate this policy will be subject to University disciplinary action. Tulane reserves the right to withhold computing privileges from those who do not abide by the letter or intent of this policy document. In addition, any person who violates this policy or the guidelines for interpreting this policy may also be subject to sanctions up to and including expulsion or termination.

**APPROVAL FOR EXCEPTIONS**

In the very rare instances where this policy interferes with the fulfillment of the mission of the University, Students, Faculty or Staff may request a written waiver from the Vice President of Information Technology or designee.

**ADDITIONAL INFORMATION**

For further information about this and other information security policies and applicable computing laws and regulations please contact the Information Security Officer at (504) 988-8500, or security@tulane.edu.

*Technology Services, 988-8500*
Guidelines for Acceptable Use

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1. OVERVIEW
   This document spells out specific rules on prohibited activities when using Tulane University’s network and computing resources. These specific rules are defined by the Information Security Office to serve as a guide to the Acceptable Use Policy (AUP). This list of prohibited activities or behaviors are not exhaustive and the AUP remains the primary document for acceptable use of Tulane University network and computing resources. Please contact the Information Security Officer (security@tulane.edu) if you require more information.

2. SPECIFIC RULES
   The following activities and behaviors are prohibited:
   1.1 Unauthorized Access
      Attempting to gain access to or using any restricted computing, network, academic or business resources beyond your level of authorization
      Gaining access to and attempting to use computer accounts and passwords of others
      Misrepresentation of your identity when you send an electronic communication
      Making the University’s computing resources available to others outside the University community without the approval of authorized University officials
      Compromising or attempting to compromise the privacy of communication
   1.2 Unauthorized Operations
      Unauthorized scanning of networks
      Altering or attempting to alter files or system configurations without approval
      Creating unauthorized network connections and extensions
      Disrupting the use of network or information resources
      Destroying the integrity of stored information
      Performing activities that result in the wasting of human and information system resources
      Failing to comply with requests from appropriate University authorities to stop activities that are harmful to the security of University information systems
      Causing damage to computing resources as a result of negligent behavior

3. OTHER RELEVANT UNIVERSITY POLICIES
The use of computing resources should comply with the Code of Student Conduct and any applicable policies and regulations of the University’s schools and departments.

Technology Services, 988-8500
**Guidelines on Copyright – File Sharing**

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The most up to date version of this policy can always be found at: [http://isowiki.tulane.edu/Tulane_Information_Security_Policies/Tulane_University_Acceptable_Use_Policy/Guidelines_on_Copyright](http://isowiki.tulane.edu/Tulane_Information_Security_Policies/Tulane_University_Acceptable_Use_Policy/Guidelines_on_Copyright)

**OVERVIEW**

The distribution of copyright protected files (whether officially copyrighted or not) without the permission of the owner is illegal and violation of the Acceptable Use Policy and general University policy. Tulane University prohibits the distribution of materials owned by anyone other than the person engaged in such distribution without the permission of the owner. Students, faculty, staff and all other affiliates who infringe copyright regulations may be subject to disciplinary action through standard University procedures or may also face civil suit or criminal charges. As stated in the AUP, such individuals or group of individuals shall be solely responsible for their defense and any resulting liability. The guidelines on copyright provided in this document are defined by the Information Security Office to serve as a guide and are not exhaustive.

The AUP remains the primary document for all acceptable use of Tulane University network and computing resources. Please contact the Information Security Officer (security@tulane.edu) if you require more information.

**GUIDELINES**

Follow the following preventive measures when accessing copyright protected material:

- Assume that you do not have permission to download or distribute a file unless you have proof to the contrary.
- Ensure any installed file-sharing program is only sharing for which you have explicit sharing permission from the copyright holders.
- Confirm that the distributor of a file you are interested in downloading has permission from the copyright holder to distribute it.

**DMCA COMPLIANCE**

In recent months, Tulane University has received numerous notifications from the Recording Industry Association of America (RIAA) and the Motion Picture Association of America.
(MPAA) regarding the illegal distribution of copyright materials, specifically music and video content. The proliferation of Peer-to-Peer (P2P) applications has made this content easy to distribute, yet difficult to block on the Tulane University network. Note that Tulane University as your Internet Service Provider (ISP) might be compelled by law, in certain circumstances, if requested by representatives of copyright holders, to provide information about individual users who appear to be illegally distributing copyrighted materials on the Tulane University network.

In an effort to comply with the **Digital Millennium Copyright Act** (DMCA) and the **Higher Education Opportunity Act** (HEOA), Tulane Technology Services will upgrade the CopySense Appliance to more effectively detect the unauthorized distribution of copyright material. The new CopySense Appliance is configured to redirect users to a Graduated Response website when they exceed a sanction level of inappropriate network usage, and are required to accept a compliance agreement to no longer illegally distribute/download copyright material.

### 3.1 Violations of DMCA or HEOA

The following are the response levels for violations of DMCA or HEOA:

- **First offense:** violator’s internet access will be disabled for 15 minutes.
- **Second offense:** violator’s internet access will be disabled for 3 hours.
- **Third offense:** violator internet access will be disabled until the Office of Student Conduct can contact the violator.

*Technology Services, 988-8500*
Guidelines on E-Mail Use

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1. OVERVIEW
   Email use is intended to support University business and help the University fulfill its mission to create, communicate and conserve knowledge. The use of University email is a privilege granted to students, faculty, staff and affiliates of the University. The University reserves the right to withdraw this privilege if it is abused. This document spells out specific rules on the use of Tulane University’s Email services.
   These specific rules are defined by the Information Security Office to serve as an implementation guide to the electronic communications requirements of the Acceptable Use Policy. This list of rules is not exhaustive and the AUP remains the primary document for acceptable use of Tulane University network and computing resources including email. Please contact the Information Security Officer (security@tulane.edu) if you require more information.

2. SPECIFIC RULES
   • The following rules apply when using Tulane University email:
   • All emails are required to comply with federal, state and local law, University policies and standards of professional and ethical behavior.
   • All communications sent using the University’s email services must clearly identify the sender unless the recipient has explicitly requested anonymous comments.
   • Email users must exercise caution when forwarding messages. University sensitive information must not be forwarded to any party outside the University without proper authorization.
   • Protected information such as personally identifiable information, protected health information, social security numbers and credit card information should not be sent by email unless the email transmission or content is secured and encrypted in accordance with relevant laws and regulations and conforms to relevant University policies.
   • Regardless of the circumstances, individual passwords must never be shared or revealed to anyone else besides the authorized user. Technology Services will NEVER request your password via email.
   • The use of University email for following is prohibited:
Computing Information & Dissemination

• Creating or disseminating inappropriate or offensive messages, including racial or sexist slurs, pornography, harassing communication and threats of violence.
• Implying or stating in an email that you represent or speak on behalf of the University, or any organizational part of the University, unless authorized to do so.
• Creating or facilitating misleading or forged communications.
• Developing or using unapproved list-serves. Technology Services and the various School IT Services (if applicable) develop the official University list-serves.

3. WAIVER
• Tulane cannot guarantee that electronic communications will be private.
• While as a general rule Technology Services will not read emails, the University reserves the right (as permitted by federal and state law) to log and examine any and all email traffic on University provided systems and to retrieve and examine any emails and files when necessary, particularly but not limited to the following situations:
  o information is required in a court proceeding
  o an individual is suspected of an infraction of University policies and regulations, or federal, state or local law
  o if a state or federal agency requests the data as part of an authorized investigation
  o during the course of problem resolution

Advance approval by the Information Security Office, or University Counsel is required for all such monitoring.

Technology Services, 988-8500
Tulane University Password Policy

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PURPOSE

This policy establishes conditions for use of, and requirements for appropriate security for Tulane University accounts. These requirements are necessary to help ensure personal security and protect The University’s information systems resources.

Your password functions as a “key” that enables you to access the University’s many electronic resources. This is the private part of your digital identity. You should protect and guard your password as you would your personal bank card and PIN. The Tulane Account provides access to a wide range of Tulane Internet services such as e-mail, myTulane, Library resources, E-Academy, secured Web sites, VPN, and Tulane-access computing labs. You may need additional University accounts for other services, including access to systems such as TAMS, SIS, and Datastore.

SCOPE

This policy applies to every person using a Tulane Account at any time or location. This includes all students, faculty, staff, alumni, retirees, and other University affiliates (including contractors and vendors with access to Tulane University systems).

POLICY STATEMENTS

3.1 General
• Passwords for newly activated Tulane Accounts must be changed at first use. This ensures that only the person who has been assigned the account knows the password.
• Tulane Account passwords will expire once every 180 days.
• Old passwords cannot be reused for 365 days. You are encouraged to avoid reusing old passwords, at all, if possible. See Guidelines on Passwords for tips on creating a strong password that is easy to remember but hard to “crack.”

3.2 Individual Responsibility
• Create a strong password; see Guidelines on Passwords.
• Change your password at least once every 180 days, or more frequently as needed. You are responsible for changing your password before it expires, to avoid disruption of access to Tulane services. See Password Expiration below for additional details.
• Safeguard the password. You should not write down or store the password on paper or on a computer system where others might acquire it. See Password Protection Standards in the Guidelines on Passwords document for additional guidelines.
• Never share the password, even with a best friend, roommate, or relative.
• Reserve the Tulane Account User ID and password for Tulane University systems and services only. You should create a different username and password for external services
such as stores, banks, music services, Websites, personally owned computers, or other systems.

- Any use of the Tulane Account is assumed to be performed by the person assigned to that account. You are responsible for all activities associated with your account.

3.3 Password Expiration

- You are encouraged to change your password before it expires, in order to avoid disruption of access to University services. Passwords can be changed at psync.tulane.edu. At the first access, you must provide two security questions.
- Two weeks before the password expires, an e-mail notification of the expiration date will be sent to you. This e-mail notification will be sent daily until the password is changed or expires. If the password has not been changed by expiration date, the account will be locked.
- If you allow your password to expire you will need the correct answers to the two security questions to unlock the account. If the answers to the security questions are incorrect, you must contact the Help Desk to reinstate your Tulane Account access.
- Your password should be changed immediately if you believe that it has been compromised (for example, if there is a possibility that another person may have viewed or acquired the password).

3.4 Access to Accounts

- Tulane accounts for faculty and staff who disengage from the University should be deactivated with the following exceptions:
  - Email accounts and LDAP access for the Gibson portal for staff should be maintained for one month
  - Email accounts and LDAP access for the Gibson portal for faculty should be maintained for one year

4. Further Information

If you believe that your account or password has been compromised, change the password for the affected account. If your account has been compromised or you require more information, contact the Information Security Office at security@tulane.edu or (504) 988-8500.

Technology Services, 988-8500
Guidelines for Passwords for End Users

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The most up to date version of this policy can always be found at:

OVERVIEW

Passwords are an important aspect of computer security. They are the front line of protection for user accounts. A poorly chosen password may result in the compromise of Tulane University’s entire network. As such, all students, faculty, staff, alumni, retirees, and other University affiliates (including contractors and vendors with access to Tulane University systems) are responsible for selecting and securing their passwords as outlined below.

SPECIFIC GUIDELINES

Password Creation

The following password guidelines are based upon experience and common sense. The software used to change passwords will screen for most of these guidelines as an aid in creating secure passwords. This does not relieve a person of responsibility for creating and securing a good password.

• The password must be at least six characters in length. (Longer is generally better.)
• The password should not be a word in the dictionary
• The password must be in mixed case (upper- and lower-case letters)
• The password must contain at least one numeric character.
• The password cannot be the same as the user ID.
• Special characters may be used to strengthen the password. Examples of permitted special characters are $, , ! % ^ *
• The password should not be information easily obtainable about you such as your license plate number, social security number, telephone number, or street address.

2.2. Password Protection

• If someone demands a password, refer them to this document or have them call someone in the Information Security Office.
• We strongly suggest that you do not use the same password for Tulane University accounts as for other non-Tulane University access. Where possible, do not use the same password for all of your Tulane accounts.
• Do not share Tulane University passwords with anyone, including administrative assistants or secretaries. All passwords should be treated as sensitive and confidential. If someone demands a password, refer them to this document or have them call someone in the Information Security Office.
• Do not use the “Remember Password” feature of applications (e.g., Eudora, Outlook, Entourage, and Webmail).
• Do not write passwords down and store them anywhere in your office. Do not store passwords in a file on ANY computer system (including Palm Pilots or similar devices) without encrypting the passwords.
Don’t reveal a password over the phone to ANYONE
Don’t reveal a password in an e-mail message
Don’t reveal a password to your supervisor
Don’t talk about a password in front of others
Don’t hint at the format of a password (e.g., “my family name”)
Don’t reveal a password on questionnaires or security forms
Don’t share a password with family members
Don’t reveal a password to co-workers while on vacation

Technology Services, 988-8500
Posting, Advertising & Solicitation Policies

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The requirements listed in this policy are for general posting areas on the uptown campus of Tulane University and are not intended to supplant policies for individual buildings. These policies have been developed in collaboration with the Division of Student Affairs, the Associated Student Body, the Office of the University Architect, and the Office of University Communications. All questions regarding these policies should be directed to the Office of University Services, 106 Reily Center, (504) 862-8064 or univsvcs@tulane.edu.

GENERAL POSTING GUIDELINES FOR BULLETIN BOARDS

Any and all items for general posting must be approved by the Office of University Services. The approval process requires a minimum of 3 days for review and approval. To receive approval, email a copy of your posting to univsvcs@tulane.edu. Documents should be sent as an Adobe Acrobat or .pdf file. Stamp of approval will be placed directly onto the document and sent back to you for printing and posting.

For postings which are already printed, visit 106 Reily Center for an approval stamp.

Posting inside academic buildings, the LBC, Reily Center or residence halls requires approval from building tenants, LBC Administration, and the Office of Housing and Residence Life respectively. See Appendices III and IV.

Once approval to post has been granted, only recognized student organizations, university departments, academic units, faculty, staff, and students may post on both General Post and University Maintained bulletin boards. Commercial posting by off-campus businesses, organizations, entities, and individuals is permitted ONLY on General Post boards. See Appendix I for locations.

All materials to be posted must adhere to the following general publicity guidelines:

The organization sponsoring the event must have its name and contact information (phone number, e-mail or website and/or postal address) of the sponsoring group (or individual) visibly on the front of all publicity materials (posters, banners, fliers, etc.). Promotion for closed events must be by invitation and may not be done through the open posting or open distribution of posters, fliers, banners, etc.

Postings are to be no larger than 14” x 22.” Anything larger than 14” x 22” should be sent to University Services, univsvcs@tulane.edu for special consideration and approval. Publicity materials must reflect a responsible attitude toward alcohol. Materials which promote events where alcohol will be served must not overtly or covertly state or imply an invitation to participate in excessive drinking. Publicity materials promoting or advertising an event in which alcohol will be served must follow the Student Guide to the Tulane University Alcohol Beverage Policy as set forth by the University and approved by the University Senate. Publicity must not degrade groups or individuals.
The Office of University Services reserves the right to reject publicity material if it is deemed inappropriate or if it fails to comply with the university guidelines. General posting is only allowed on designated bulletin boards as listed in Appendix I. At no time shall any material be posted or affixed on vehicles, trash cans, trees, sidewalks, support columns, lamp posts, buildings, benches, vending machines, telephone poles, windows or doors.

On General Post boards, it is the responsibility of the party receiving approval to not only to post the material, but also to remove the posted materials within 48 hours of the event. Approved materials may be posted no more than 2 weeks prior to the event. Only one poster is allowed per board or kiosk, regardless of board size. Posting over or removing existing material is prohibited. Items may only be posted with pushpins or tacks. All other adhesives used to affix fliers, posters, or banners to posting surfaces are strictly prohibited. NO STAPLES, NO TAPE!

**INTERIOR BUILDING POSTING**
Posting for the interior of all campus buildings is under the purview of the individual building custodian or tenant, and as such, anyone wishing to post in an academic facility should first check for the specific policies of that building and if no such policy exists, then follow any rules that may be on the bulletin boards.

**Howard Tilton Memorial Library:** The bulletin board in the basement is open to any and all posters. The areas in the learning commons are normally reserved for university-sanctioned events that have been approved by the folks that are in charge of the first floor.

**Woldenberg Art Center:** Bulletin boards are individually marked for specific use. Please reference the labels at the top of each board and post any applicable materials accordingly.

**Reily Student Recreation Center:** There are bulletin boards in each of the locker rooms that accommodate fliers that are 11”x17” or smaller. They may be given to the building manager on duty for approval.

**School of Science and Engineering:** Submit fliers to the Dean’s Office (201 Lindy Boggs Center) for approval prior to posting. Only post on bulletin boards, glass doors and tile walls using ONLY BLUE MASKING TAPE! DO NOT POST ON ANY PAINTED SURFACES!

**Newcomb College Institute (43 Newcomb Place):** Flyers are given to receptionist for approval.

**Newcomb College Center for Research on Women (62 Newcomb Place, Caroline Richardson building):** Flyers may be posted on front doors.

**Social Work Building:** One board on each floor. Please adhere to general posting rules above.

**Cudd Hall:** Posters may be taped to both sides of the glass doors surrounding the lobby (only one per event, please). No approval necessary.

**INTERIOR BUS ADVERTISING**

2016-2017
Tulane University departments, academic units, centers, campus events and recognized student organizations may purchase advertising space on a first-come first-served basis. Commercial advertising by off-campus businesses, organizations, entities, and individuals is NOT permitted. Interior bus advertising panels are positioned in frames above the windows. Hang-strap ads are hung from ceiling-mounted hand rails and inserted into the acrylic hand grip. The hang-strap ads are double-sided. Your ad will appear on one side. Visit https://tulane.edu/universityservices/transportation/transit-advertising-policy.cfm for more information.

PUBLICATIONS
All university publications distributed on campus must be placed in racks, which are reserved for specific publications and are situated only in designated locations. At no time shall any publication be placed on the ground for distribution. In addition, all non-university publications must be approved for campus distribution by the Senior Associate Vice President of University Services and provide their own racks.

Mailbox Stuffing in Bruff Commons Mailroom
Not allowed.

TABLE TENTS
The LBC has 88 two-sided 4”x6” acrylic table-tent holders on located in the Food Court and Nalty Commons. The two panels can be filled on a first-come, first served basis to Tulane University student organizations and departments. All table tent designs must be submitted to and approved by the LBC Reservations Office. Fundraising efforts or advertising affiliated with elections are not permitted on table tents. Table tents may be displayed for a maximum of one week or seven calendar days. The sponsoring organization or group and contact information must be clearly stated on the table tent. To reserve table tent space contact Shirley Dymond at sdymond@tulane.edu.

When/reserving space in the acrylic table tent holders, your ad should be exactly 4”w x 6”h.

DIGITAL DISPLAYS
The LBC: Digital display monitors, owned and operated by the LBC, are located on each floor of the building. Customers with meetings inside the LBC may request to display a slide or short video clip with meeting info, a speaker’s photo, or any other relevant information. This ad will be displayed for no more than one week prior to the event. Please contact the LBC Reservations Office by emailing lbcvideowall@tulane.edu for more information about the video screens, or to obtain a template with the appropriate dimensions and resolution. All submissions are subject to approval by the LBC Reservations Office staff.

The Business School: The Symon Messaging System Media Service operates a number of video bulletin boards throughout the Freeman School. Known as Symon, students may use these monitors to post messages for the benefit of the school’s students, faculty, and staff.

To post a message, a message request form must be completed. Email William Hydrick at hydrick@tulane.edu. Media Services reserves the right to make changes to any message in order to meet formatting requirements. These changes will be made without notice by a member of the Media Services staff. A “Kill Date” or a date when the message should stop running is required. If
no “Kill Date” is indicated on the Video Message Request Form, the message will run for no more than 30 days.

Emergency messages can be put on the TargetVision system. The nature of an emergency message shall be made at the sole discretion of the Director of Media Services in the Business School.

Reily Student Recreation Center: Tulane departments and organizations may post items on the digital display boards located on the 2nd, 3rd and 4th floors of the recreation center.

General guidelines for Digital Display Boards:
- Accepted format for images: JPG format
- Accepted size of image is 720 pixels wide by 520 pixels high
- All submitted content will rotate through screens. The rotation time is dependent on the number of submitted images.
- No image will be displayed for more than two weeks.
- Content must follow all appropriate university policies.
- Reily Student Recreation reserves the right to accept or refuse any submitted images.
- Submitted content should be high quality so as to appear smooth.

Tulane Departments and recognized student organizations may run one ad at a time by emailing an image to Chase Guillory (cguillor@tulane.edu) one week prior to having it posted. A file that is too large for an email may be delivered via a jump drive or other physical media to the Member Services Office in Reily during normal business hours. All emails should include the department name, a contact person, and the desired dates of display. Content should be entirely Tulane-related.

Law School: Tulane faculty, departments, students, and student organizations may post messages on the Law School digital displays. Students and student organizations, email your message Assistant Dean of Students Abigail Guant at agaunt1@tulane.edu for approval. Faculty and departments email your message to Communications and Marketing Coordinator Ali Mansfield at aspindle@tulane.edu.

DISTRIBUTION/SOLICITATION
Tulane University has a No Solicitation policy. Solicitations and promotions are not permitted on campus grounds or in campus buildings, including residence halls. The distribution (handing out to passers-by) of noncommercial, informational materials is allowed outside campus buildings only by recognized student organizations, university departments, and Tulane affiliates, all of whom must receive prior approval by the Office of University Services (106 Reily). The distribution of materials in the LBC is only permitted through the use of reserved booths which are sponsored by a university department or recognized student organization.

Booth Reservations
Only an authorized member of a University Department, Office, or Organization may make a request for a booth location. Booth space is located at the LBC, in Bruff Commons and in the Stern Hall Breezeway. All reservations must be made through Shirley Dymond, sdymond@tulane.edu. The authorized member making the request shall hereafter be referred to as the ‘Requestor’. The University Department, Office or Organization he/she is representing shall be hereafter referred to as the ‘Sponsor’. A booth location may be reserved for 5 days per month per event. Only one booth location may be reserved for a Sponsor for any given day. Booths are not
allowed in Pocket Park or Pederson Lobby. These areas are reserved for special events and not tabling opportunities.

Completion of the form does not confirm that a booth is available for use. A booth location is only confirmed when a Computer Reservation Form indicating the request as confirmed has been received by the Requestor, and Adviser if the Requestor is a student. The Lavin-Bernick Center reserves the right to revoke the Sponsor’s reservation at any time if the Sponsor fails to abide by the policies set forth. A confirmed booth reservation entitles the Sponsor to use of one of the booths on the reserved date(s). The Sponsor is not assigned to a particular booth space until the day of the reservation. The booths are then assigned on a first come first served basis.

Requests from Sponsors for a booth, at which there will be a Vendor, must be submitted with a completed “Vendor’s Agreement.” A “Vendor” is considered to be any individual who is not an authorized representative of a University Department, Office, or Organization, and is involved with the distribution or sale of items intended to generate either past, present, or future monetary benefits to the individual, group, or organization. Only one booth space may be used for vendor sales on any given day. Sponsors may only sponsor two vendors per semester. A vendor may be sponsored only once per semester.

Each booth is assigned a specific location in the LBC Nalty Commons, in Bruff Commons on the first floor across from the Bruff Dining Room cashier and in the Stern Hall breezeway across from the main entrance to PJ’s Stern. Booths may not be moved from their assigned reservation location. Chairs will be provided upon request. **Tables & chairs ARE NOT provided to booth reservations in Bruff Commons and at Stern Hall.** A table must be provided by the Requestor or Sponsor of that booth space. **Tables for these areas should not exceed 6 feet. Absolutely no chairs may be removed from porches, patios or food service areas.** Sponsors using a booth are limited to the booth surfaces only for their display items.

Sponsors using a booth are limited to the booth surfaces only for their display items. **Only prepackaged foods not requiring refrigeration may be sold.** No additional racks, carts, shelves, easels, etc. may be set up anywhere except on top of the booth. The Sponsor must remain behind the booth at all times. The Sponsor may not approach or call out to persons passing by. The Sponsor must prominently display a sign/banner identifying the sponsoring organization on the front of the booth at all times the booth is in use by the Sponsor. The sign/banner must be taken down at the end of the day and stored by the Sponsor. All signs/banners left on booths will be discarded or recycled.

**Banner Reservations**

Only an authorized member of a University Department, Office, or Organization may make a request for a banner location. A banner location may be reserved for up to seven days (including Saturday and Sunday). Only one banner location may be reserved per sponsor for any given day. Requests for additional banner spaces or combined banner space such as the ones at Percival Stern Hall (Stern Hall) should be sent to Shirley Dymond in the LBC, sdymond@tulane.edu.

Tulane reserves the right to revoke a reservation at any time if the sponsor fails to abide by the policies set forth. Banners must reflect a responsible attitude towards alcohol. Banners which advertise events where alcohol will be served must not overtly or covertly state or imply an
invitation to participate in excessive drinking. Banners may not have any alcoholic beverages listed on them. This includes event titles that contain references to alcoholic beverages. Banners may not have any illustrations that are identified with alcohol consumption. Banners must not degrade groups or individuals. Banners must have the sponsor’s name printed on them.

**It is highly recommended that you request the sign manufacturer use reinforced stitching as well as add wind slits to avoid tearing due to wind and rain.**

Student Organizations and University Departments needing the assistance of Facilities Services to hang banners must submit an Interdepartmental Order (IT) Form to Facilities Services at least two weeks in advance of their event. A fee is charged for this service.

Schools and large-scale or university-wide events may request special consideration for additional banner space, particularly at Stern where multiple banner spaces can be utilized.

**Please note that there are separate policies governing the hanging or mounting of banners on university or academic buildings. These can be found in Appendix II.**

**LBC Lobby:** The Lavin-Bernick Center student employees will hang and remove banners. Please bring the banner to the Information Desk either the day before or the day of your banner reservation. If you would like to reuse the banner at a later date you must retrieve your banner the day after your reservation ends. The banner may be picked up at the Information Desk. Banners left after 2 days will be discarded.

There are 6 banner locations along the 2nd floor railings of the lobby areas. They are designated as LBC 1, LBC 2, LBC 3, LBC 4, LBC 5, and LBC 6. Banners may not exceed 3’-0” in height and 8’-0” in length.

**LBC Pocket Park:** The Pocket Park banner is hung outside on the railing and therefore should be professionally-produced not to exceed 3’-0” in height and 30’-0” in length. The sponsor must provide cable ties and hang the banner itself or submit an Interdepartmental Order (IT) Form to Facilities Services to hang the banner.

**McAlister Drive:** Sponsors reserving banner space over McAlister Drive must provide Facilities Services with banners that are 30 feet long by 4 feet high with D-ring grommets at each corner.

**Stern Hall:** There are 6 banner locations under Percival Stern adjacent to PJ’s Stern on the academic quad side. These banner spaces are labeled 1 to 6 and are two different lengths. Banners to be placed in spaces 1, 3 and 5 should measure 3’w x 3’h. Banners to be hung in spaces 2, 4 and 6 should measure 7’w x 3’h.

**CHALKING GUIDELINES**

Chalking is reserved only for recognized student organizations, university departments, academic units, faculty, staff, and students. Chalking must adhere to the following guidelines:

Chalking is permitted only on concrete or asphalt (not bricks or pavers) sidewalks where the rain can wash away the residue. Chalking under covered areas is prohibited.
Under no circumstances may groups or individuals chalk on horizontal or vertical parts of any campus building or structure, including steps, entry ways, porches and patios, posts, pillars or columns.

NO Liquid or spray chalks are allowed!

Should a group or department use spray chalk to advertise or promote their event or program, the Office of University Service will contract someone to clean off the spray chalk and bill the offending group.

YARD SIGNS/EVENT PROMOTION SIGNS

The use of yard signs (informational as well as directional) is by approval only and is restricted to selected special events and in designated areas (See Appendix I). To receive approval, e-mail a copy of your yard sign along with the proposed posting dates and locations to univsvcs@tulane.edu. In addition the use of yard signs must adhere to the following guidelines:

Yard signs will only be allowed for campus programs and departments and the use of these signs may be limited to a designated number of events each semester.

All yard signs may not be posted longer than 24 hours in advance of an event and must be removed by sponsoring program or department within 24 hours following the completion of the event.

The name of the sponsoring department or organization must be listed on the sign.

Schools and large-scale or university-wide events may request special consideration for additional yard sign placement.

VIOLATIONS

Sanctions for violation of this policy by students and/or registered student organizations include, but are not limited to: fines and/or restitution, loss of future posting and/or facilities use privileges, loss of recognition for registered student organizations, other disciplinary sanctions, and other educational sanctions appropriate to the circumstances. University employees violating this policy may be subject to disciplinary action by the university. Non-university groups posting anywhere on University property will be subject to criminal prosecution and/or arrest.

APPENDICES

I. Campus Map with Approved Locations
II. Policy for Temporary Signage, Banners, Screens and Postings on Campus Building Exteriors and Campus Property
III. Lavin-Bernick Center Posting Policies
IV. Housing and Residence Life Posting Policies

APPENDIX I
Campus Map with Approved Locations
Posting, Advertising & Solicitation Policies: Appendix I
Posting, Advertising & Solicitation Policies: Appendix II

Policy for Temporary Signage, Banners, Screens and Postings on Campus Building Exteriors and Campus Property

Recently there have been an unusual number of postings of signage and banners on campus buildings and property. The proliferation of banners and other signage has taken away from the buildings’ character and has undermined the permanent campus building signage system. Buildings have been physically damaged by incorrect hanging methods. This issue has prompted the issuance of a policy to regulate banners and create appropriate securing methods so as not to damage campus property.

The need to address banner signage is particularly acute for buildings such as Dixon Hall, Gibson Hall, Stanley Thomas Hall, Newcomb Art Building, and other historic and architecturally significant buildings on our uptown campus, as well as for areas of campus such as the Academic Quad and the Newcomb Quad. Special provisions should be made to ensure that these buildings are not irreversibly damaged or their character undermined. The following set of policy guidelines address rules of duration and methods of attachment and shall apply to all campus buildings. Buildings such as the LBC and Reily are major activity centers with “retail” type usage and are transparent enough to allow for certain types of temporary advertising; however, rules of duration and non-harmful methods of attachment apply to signage on these buildings as well.

Definition: Banners are defined as a temporary form of exterior advertising or signage printed on a lightweight material such as cloth/plastic or board, hung by means of a pole, light fixture, ropes, hooks, or from windows.

Intent: The intent of banner signage is to serve as a means to communicate events to the Tulane community, and as such should be temporary and clearly event-related.

Goal: The overall goal of the banner policy is: (a) to protect our buildings from damage, and (b) to control the amount of incidental or non-standard signage.

General Conditions: The policy hereby goes into effect with the following general conditions:
- Banners identifying groups, departments, or organizations currently in buildings will be removed.
- Banners shall only be event-related.
- Banners shall be allowed to hang for a fixed period of time not to exceed three days prior to the event and the day(s) of the event itself.
- Banners are to be hung in a manner that does not damage the building, e.g., with a rope pulley system. Facilities Services will install permitted banners using accepted installation methods as determined by Facilities Services.
- Banners shall not cover windows or obstruct views into a building.
- Light pole banners shall be approved by the Office of University Services in coordination with the Office of Communications with appeals directed to the Campus Design Review Committee (CDRC).
Specific Guidelines for Departments to Apply for Banner Requests:
A banner location may be used for up to three days prior to the event it is publicizing plus the day(s) of the event itself. In the case of Orientation and Commencement, banners may be hung a week ahead and taken down a week after the event. It is the responsibility of the organization to hang and remove its banner. Organizations are encouraged to limit the frequency of banners.

Banners to be hung at the LBC, Stern Hall, and over McAlister Drive should be directed to Shirley Dymond, Administration and Reservations, LBC/Student Centers, (504) 865-5196 or x5196.

For banners to be hung at locations other than the LBC, Stern Hall and over McAlister Drive, please email a banner request to the Office of University Services. Exact wording, description of the illustration and duration must accompany the request. The Office of University Services in coordination with the Office of Communications will approve or deny the request based on availability of space and compliance with policy standards. The approval process requires a minimum of 3 days for review and approval. The approved request will be forwarded to Facilities Services for installation.

Applicability:
All student organizations, university and academic entities are subject to the Banner Policy. The CDRC reserves the right to coordinate or limit locations and sizes of banners.

Posting, Advertising & Solicitation Policies: Appendix III

LBC General Posting Policies
Postings must be approved, stamped, dated, and hung by the Information Desk Staff and are limited to two per authorized bulletin board. Postings are not permitted on doors, windows, or the walls of the Center. All postings must be sponsored by a recognized student organization or University department and the name of the sponsoring organization/department must be printed on the posting. Postings cannot be larger than 14” x 22” and will be limited to two weeks. Permission may be obtained to hang banners in approved spaces from the LBC Reservations Office and will be hung by the Information Desk Staff. Chalking on the walls, patios, porches, bricks, pavers and entryways is not permitted.

Posting, Advertising & Solicitation Policies: Appendix IV

Housing and Residence Life Posting Policies
Posters, messages, flags, message boards, and other media from Tulane University departments, recognized student organizations, academic units, faculty, staff and students to be distributed within the residence halls must be approved by the Housing and Residence Life department prior to distribution and/or posting in residence hall areas. Persons or groups seeking approval should either email the draft to housing@tulane.edu or bring one (draft) copy of the proposed posting to the Housing and Residence Life office on the first floor of Irby Hall. If the posting is approved for distribution, it will be stamped with the HRL departmental approval logo PRIOR to being returned to the applicant for additional copies to be made. If the posting is from another Tulane department
and the posting reflects that department’s name and/or logo, the HRL Approved stamp will not be necessary, but HRL must still review the posting prior to distribution. Whether bearing the HRL Approved stamp, or not, the approved posting should be returned to the Housing and Residence Life office. These copies will in turn be distributed to the residence halls for distribution and posting by the Residence Life staff. Please deliver your postings for distribution at least 5 business days prior to your event. **Distribution and posting is handled exclusively by Residence Life staff.**

Postings from other than Tulane departments, not bearing the HRL Approved logo, will be removed from residence hall boards, and may result in the posting’s sponsor being denied approval in the future. Students are free to post signs, artwork, advertisements, etc. in good taste on the exterior side of the door to their individual room. Resident Advisors may ask students with inappropriate postings on their doors to remove them.
University Logos & Trademarks

The Student Guide to Policies and Procedures is updated annually. The content of the policies contained within this publication are accurate as of August 1, 2016. The information in this publication applies to the 2016-17 academic year. The University reserved the right to change the information herein without prior notice, in accordance with established procedures.

The most up to date version of this policy can always be found at: http://tulane.edu/tulane/news/style/logos/trademark.cfm

I. Background
In order to comply with and assure protection under federal trademark law (15 U.S.C. 1051 et seq.), The Administrators of the Tulane Educational Fund (“Tulane” or the “University”) are required to monitor all uses of Tulane trademarks. Unauthorized use of the University’s trademarks is subject to civil and criminal penalties. The term “trademark” as used in this policy includes any trademark, service mark, logo, insignia, seal, crest, design, symbol or any combination of these.
The purpose of this policy is to provide information and guidelines to the University community regarding the use of Tulane’s trademarks. The overall purpose of the licensing program is to protect the University’s trademarks and to promote the University.

II. Who Should Use This Policy
This policy applies to faculty, staff, students, academic departments, ad hoc groups, administrative divisions/departments, alumni organizations, informal groups and student organizations. Suppliers and manufacturers of commercial and non-commercial products must comply with their licensing agreement with the University or its designated licensing agent, Collegiate Licensing Company.

III. University Trademarks
The University’s trademarks include, but are not limited to: the words “Tulane”, “Tulane University”, “Green Wave”, “Tulane Green Wave”; “TU”; the overlapping TU shield logo; the official seal of Tulane University; the T-wave logo, the Riptide pelican; and all current and future trademarks, service marks, word marks, designs or logos used by the University.
The University asserts ownership over its name and any trademark that has come to be associated with Tulane. The University has registered or filed to register certain of its trademarks with the U.S. Patent and Trademark Office.

IV. Guidelines for Use of Trademarks
The University’s trademarks are intended to present a positive image of Tulane, and may not be altered in any way. Nor can the University’s trademarks be used in the name of a business, logo, in promoting services or on a product in a way that could state or imply an endorsement by the University.

The University’s trademarks are not to be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be a violation of the University’s anti-discrimination policies.
The use of University trademarks with the following types of products normally will not be approved:

- products that could be used to injure or kill;
- alcohol-related products;
- tobacco-related products;
- sexually suggestive products;
- food and beverage products and accompanying packaging (other than for limited internal consumption in connection with official University events);
- products that present an unacceptable risk of liability;
- products that are inimical to the mission or image of the University.

Certain artwork or designs will not be approved for use in conjunction with the University’s trademarks. These include the following:

- art depicting the use or endorsement of alcohol;
- art depicting the use or endorsement of illegal drugs;
- art depicting the use or endorsement of tobacco products;
- art depicting the use or endorsement of firearms or other weapons;
- art depicting racist, sexist, hateful, demeaning or degrading language or statements;
- art depicting profanity;
- art depicting sexual acts;
- art depicting statements impugning other Universities;
- art or a design incorporating trademarks or copyrights not owned by the University, unless written permission for such use satisfactory in form and substance to the University is obtained from the mark holder or copyright owner.

V. Approval
Prior to using any University trademark, you must request and receive permission from the University or its designated licensing agent.

A. Non-Commercial Use
Non-commercial use of any University trademark by a school, division or department of the University, or by a student or other campus group, or as part of a course generally does not require payment of royalties. However, a representative of the group must request permission to use the trademark in advance.

Except as otherwise noted below, permission to use any University trademark must be granted by a member of the University’s Trademark Usage Committee prior to production of each item utilizing the trademark. Requests to use University trademarks for non-commercial purposes should be submitted to the University Communications & Marketing office via email to trademrk@tulane.edu. Your request will be forwarded to the members of the Trademark Usage Committee for review.

The Trademark Usage Committee consists of the following persons or their designated representatives:

- Vice President for University Communications
- Senior Associate Vice President for University Services
- Executive Director, University Publications
- Associate Athletic Director, Internal Operations
• General Counsel

Approval to use a trademark for one application (for example, a t-shirt) does not constitute approval to use the mark in connection with any other item or to change the design in any way, without seeking additional approval.

Using a trademark on items such as letterhead, stationery or business cards produced with the input and assistance of the University Publications Office does not require permission from the Trademark Usage Committee. For more information see the logo guidelines at this link: tulane.edu/news/style/logos/index.cfm

B. Commercial Use
Use of a University trademark in connection with any commercial or for-profit purpose requires a license agreement and payment of royalties. If you want to use any University trademark in this way, you should contact the University’s designated licensing agent, Collegiate Licensing Company, at the following address:

Collegiate Licensing Company
290 Interstate North, Suite 200
Atlanta, GA 30339
tel (770) 956-0520  fax (770) 955-4491

Collegiate Licensing Company will work with you regarding your intended use and will seek appropriate approval from the University.

VI. Appeal of Usage Approval Decisions
If your request to use a University trademark is denied, you may request that it be referred to the full Trademark Usage Committee for review. Any further requests for reconsideration will be referred to the Executive Vice President for University Relations and Development. The Executive Vice President for University Relations and Development will render a decision within 30 days from the date that the request for reconsideration is received. This decision is final. The University reserves the right to disapprove any use of its trademarks, even if not explicitly prohibited by this policy or these guidelines.

VII. Compliance
Persons or entities which use the University’s trademarks without permission are subject to civil and criminal penalties pursuant to trademark law. The University intends to protect its trademarks and associated goodwill to the full extent of the law.

VIII. Contact
The University Communications & Marketing office welcomes any questions you have regarding this policy or the proper use of University trademarks. Please contact us at (504) 865-5210 or via e-mail at trademark@tulane.edu.

Communications & Marketing, 865-5210