

Adopted: 07-16-2025

This procedure relates to displaying flags, banners, signage, promotional, and advertising which promote educational, athletic, and Bradshaw Performing Arts Center (BPAC) programs and/or college-sanctioned events. This procedure applies to those items which may be hung, attached, affixed, and/or suspended from college-owned flagpoles, light poles, and exteriors of buildings.

Space on college-owned flagpoles and light poles or on exteriors of buildings are restricted to the following:

- The American flag;
- The North Carolina flag;
- Promotional materials directly related to SCC degree, credential, or diploma program;
- Sandhills-sanctioned athletics programs and competitions, and
- BPAC events and programs.

Materials intended for temporary advertisement or promotions of other programs and offerings **are** allowed. However, these should meet these criteria:

- Should be temporary in nature and visible within narrow time parameters (normally two weeks prior to and including the date of the event or program),
- should not obstruct walkways or roadways,
- should not obscure emergency or directional signage,
- and should not create safety hazards.

College educational program promotional materials that meet these temporary offerings include: degree, credential, or diploma programs; Workforce Continuing Education programs and offerings, community partner programs of the College, Student Life programs and clubs, campus committees (as listed in the policy manual), and college-sanctioned special events.

Political campaign signs promoting candidates or ballot initiatives are not allowable on SCC property, with the exception of designated areas as determined by the local board of elections if SCC property is used as a voting site.

Any exceptions to this procedure must be approved by the president. Questions related to this procedure should be directed to the Executive Vice President.