

University of Massachusetts Amherst
Student Union Building Policy
Revised 3-19-2021

Table of Contents

UMass Student Union Policy
Signage/Posting/Banners
Digital Signage Policy
Accessibility
Animals
BIAS Incident Reporting
Fire Alarms and Drills
Emergencies
Lost and Found
Movies/Public Viewing Licenses
Building Access
Common Areas
Donations, Collections, and Tabling
Solicitors/Vendors
Candles and Open Flames
Drones
Operating Hours
Electrical Appliances
Hallways and Stairwells
Table Reservations
Lockers
Damage, Loss, Vandalism
The Tobacco-free Policy
Drugs –Code of Conduct
Gambling
Fighting
Dangerous Weapons
Alcohol
Personal Sound Devices
Property Removal
Bicycles, Skateboards, In-line Skates, and Similar Conveyances
COVID –Related Policy

UMass Student Union Policy

The Student Union Building strives to provide a safe and inclusive environment for all students, faculty, staff and guests at UMass. The Student Union is considered a public facility and is open to members of the public. Visitors to the facility are expected to adhere to established building policies, University regulations, Trustees policies and the Student Code of Conduct, as well as federal, state and local regulations and policies at all times while in the facility regardless of activity.

These policies are in effect at all times while visiting the facility. Persons not in accordance with these policies will be asked to leave the Student Union.

All Student Union events and patrons are expected to adhere to established facility policies, University regulations, Trustees policies and the Student Code of Conduct, as well as federal, state and local regulations and policies at all times while in the facility regardless of activity. The Student Union maintains the right to cancel events not in compliance with these regulations.

It is the responsibility of the person or department requesting use of Student Union facilities and services to ensure that events and patrons are in compliance with all applicable regulations.

Policies

All university policies apply equally to the Student Union Building. In addition, specific policies applicable to the Student Union Building are noted below. Please note all policies for the SUB will be established by the Student Union Management Board (SUMB) and approved by the Vice Chancellor for Student Affairs and Campus Life.

General Building Policies: *The Student Union is a public facility open to students, faculty, staff, alumni, and guests of the University. The Student Union staff reserves the right to establish policies for use of the Student Union by various types of groups and/or individuals. General authority for the establishment of policies is the responsibility of the Student Union Management Board (SUMB). Ultimate review and approval is vested in the Office of the Vice-Chancellor for Student Affairs and Campus Life. Failure to comply with any policies or guidelines outlined in this document and/or any requests by Student Union staff may result in action by the staff to deny privileges, refer to proper authorities, and/or assess appropriate charges. Policy Exceptions Requests for exceptions to any of the Student Union policies should be referred to the Student Union Management Board.*

Signage/Posting/Banners

Banner Policy

Banners – Main Street Banner space is available for use by registered student organizations and departments for advertising events and programs. Banner space is located in the Student Union on the second floor balcony overlooking Main Street. Banners may not exceed 3' tall x 6' wide and must include the name of the sponsoring student organization or department. Banners are to be submitted to the Student Union Information desk for criteria based approval (ex. height, length, correct material, university affiliation, etc.). Once approved, the banner will be hung for a maximum of two weeks or until the day after the advertised event date (whichever comes first). Banner space availability is on a first-come, first-served basis. Depending on space availability, student organizations/departments may be limited to one banner per two-week period. After the two-week period, a banner may be re-hung but only after it has been removed for a minimum of one week. Once the banner is removed, from the 2nd floor balcony, the sponsoring student organization/department will have three business days to retrieve the banner or it will be discarded. The Student Union is not responsible for any damages that may occur while the banner is hanging on the 2nd floor balcony. Banners with glitter and/or flammable materials are not permitted. Candidates in a student based election are to follow the guidelines of the elections authority. All Banners must meet EH&S material standards.

Posting Policy

The Student Union will designate bulletin board locations for the posting of materials to advertise registered events for the University community. Postings should not exceed 22" x 18" and are limited to four per activity or event. Postings can be dropped off at the Information desk on the second floor; all materials must be approved and stamped by the Information desk staff. The Student Union staff will be responsible for posting the material in the designated locations. Advertising can be posted for up to 14 days. Thereafter, it may be removed by Student Union staff. Moreover, designated locations will be cleaned of materials from time to time. In order to get approval, all of the following must apply: 1) the event must be open to all students and 2) the event must be sponsored by a registered student organization or University department, and the sponsor's name must be on the publicity materials. No postings of any kind are permitted on walls, painted surfaces, windows, doors, floors, bricks, bathroom stalls, or railings. The Student Union has designated a bulletin board for public posting of materials by individuals and non-affiliated organizations. Contact the information desk for inquiries. Postings should not exceed 8.5" x 11" and are limited to one posting per individual or group. The Student Union does not monitor this bulletin board and assumes no responsibility for damage, loss or theft of the postings.

Digital Signage Policy

- **General Statement**

Axis TV digital signage in the Student Union is a resource for UMass Amherst Student Engagement & Leadership (SEL) and entities under its sponsorship, including Registered Student Organizations (RSOs), Graduate Student Organizations (GSOs), and Educational Student Organizations (ESOs, which are Student Government Association agencies). Digital signs in the Student Union share information and promote programs sponsored by the University of Massachusetts Amherst or university-affiliated organizations, including RSOs, GSOs, and ESOs.

- **Management**

Student Engagement & Leadership manages technical requirements through Administration and Finance Technology Services (A&F IT) and Student Affairs Technology Services (SATS). Messaging is coordinated through SEL Student Activities Scheduling and Consulted with Disability Services.

- **General Posting Guidelines**

Personal or political statements, links, or information may not be included in digital signage messages. Messages may not include or promote commercial activities, solicitation, or advertisements from non-university organizations.

Messages may not include use of copyrighted materials or content without permission or license. All messages must adhere to the University of Massachusetts Amherst Acceptable Use Policy. Messages must follow UMass Amherst brand guidelines. Messages require prior approval by SEL before posting. Email content to sai-scheduling@sacl.umass.edu.

Event submissions will not be saved or archived. All files will be deleted following the event.

Accessibility

If you are an individual with a disability requiring accommodations to participate in any Student Union event, please call 413-545-3600. You can also contact Disability Services to get request assistance. Call 413-545-0892 or visit the [Disability Services website](https://www.umass.edu/disability/). <https://www.umass.edu/disability/>

Animals

Animals are not permitted in the Student Union, with the exception of service animals

BIAS Incident Reporting

BIAS Incident Reporting A bias-related incident is a situation that negatively targets, intimidates, or threatens an individual or group due to race, ethnicity, ancestry, nationality, religion, gender, sexual orientation, gender identity or expression, age, physical, mental, and intellectual disabilities, as well as past/present history of mental disorders. This includes, but is not limited to graffiti or images that harass or intimidate individuals or groups due to the above characteristics. If you witness a bias incident, or find bias images in the Student Union, immediately notify a Student Union employee and visit The [Office of Equity and Inclusion](#) to report the incident. [Report a Concern : Equal Opportunity Office : UMass Amherst](#). <https://www.umass.edu/equalopportunity/report-concern>

Fire Alarms and Drills

Fire alarms and all other emergency equipment are provided for the protection of the public and Student Union patrons. Tampering with or misuse of emergency equipment is strictly prohibited and punishable by law. For information about what to do during a fire alarm, see <https://ehs.umass.edu/fire-safety-general>

Emergencies

The Student Union is committed to the safety and security of all persons in the building and has developed appropriate emergency procedures. In the case of an emergency (e.g., fire, inclement weather, or bomb threat), persons in the building are asked to follow the emergency procedure guide and the directives of Student Union staff and Public Safety personnel. The Student Union follows all local, state, and federal emergency regulations. The Student Union Building has a state-of-the-art fire safety system. In the event of an emergency that requires evacuation, such as a fire, the emergency system will be activated and all occupants will be directed to exit the building until the “all clear” is given by Public Safety personnel. The elevators will not operate in the event the fire safety system is activated, and all personnel are to exit the building using the stairs. Public Safety personnel will be responsible for evacuating any persons unable to exit using the stairs. All individuals must follow the evacuation directions provided by the Student Union staff and Public Safety personnel. Lights for the safety and security of all patrons, lights are required to be on in all occupied areas. In some areas, light levels can be adjusted in accordance with the building staff. For more information, see <https://ehs.umass.edu/campus-emergency-procedures>

Lost and Found

The Student Union maintains a Lost and Found service at the Information Center for items found in and around the Student Union. Unclaimed items will be discarded after two (2) weeks from the date of receipt. Any item in the Lost and Found must be picked up by the owner. Confirmation of items contained in the Lost and Found is not permitted over the phone.

Movies/Public Viewing Licenses

In accordance with federal copyright laws, institutions, organizations and individuals wishing to engage in non-home showings of Movies, DVDs, Videos, TV Shows, online streaming content, or any copyrighted material must secure a license to do so, regardless of whether or not an admission or other fee is charged.

Building Access

For your safety, security, and convenience, the Student Union building managers conduct periodic rounds throughout the facilities and must be able to enter all spaces at any given time. Doors to event spaces must remain unlocked and free of obstruction while events are in progress.

Common Areas

Lounges, meeting rooms, and programming spaces are intended for use by the university community and recognized guests. Individuals or groups without authorized approval to use Student Union facilities are prohibited from doing so and will be asked to leave.

Donations, Collections, and Tabling

The use of collection boxes for money or other items, such as canned goods, clothing, etc., in the Student Union requires advance approval from the SUMB or the reservation office. Tabling and fundraising activities also require advance approval from the reservation office. Only registered student organizations may request permission to set up donation sites and tabling activities in the Student Union.

Solicitors/Vendors

Solicitation refers to planned and in-person sharing of information with, and/or requesting information from students on campus. Commercial solicitation refers to requests for payment or pledges of payment for goods, services, charities, or other financial contributions. Examples may include advertising, selling of goods and services or operating businesses. Commercial solicitation by individuals or organizations (other than by approved University-affiliated student businesses) for personal or commercial gain is not permitted.

All University –affiliated solicitations and sales/ fund raisers at the Student Union must be approved by the Student Union Management Board, EH&S, and/or Contractual Services.

Candles and Open Flames

The use of candles or open flames in the Student Union without prior authorization from the EH&S is prohibited. Violation of this policy will result in damage fees, suspension of reservation privileges and/or cancellation of the event.

Drones

Drones will not be permitted to be flown in the building and must follow University and federal policy, www.faa.gov/uas/, outside of the building.

Operating Hours

Student Union Building (SUB) Hours:

The Hours of Operation for the Student Union during the academic year (fall and spring semesters) are: Monday – Thursday 9:00 a.m. – 11:00 p.m. Friday 9:00 am -12:00 a.m. Saturday 10:00 a.m. – 12:00 a.m. Sunday 10:00 a.m. - 11:00pm (*regular scheduled hours subject to change*). Limited scheduled hours of operation during semester breaks, (i.e. holiday, summer, winter, and spring break etc.) can be obtained by calling the Student Union Information Center at 413-545-3600 or by checking the [student engagement website](#).

Electrical Appliances

The use of electrical appliances, such as stoves, hot plates, toaster ovens, microwaves, space heaters, etc., in the Student Union is prohibited without prior authorization from the SUMB.

Hallways and Stairwells

In compliance with fire and safety codes, hallways and stairwells must be free and clear of unauthorized items. An unauthorized item is defined as anything that is not a permanent Student Union authorized item such as a trash receptacle. Easels, display boards, and other items are not to be placed in hallways and stairwells without special approval from the associate director for programs and services.

Table Reservations

In order to ensure that table reservations conducted at the Student Union are in accordance with established policies and procedures, the Student Union retains the authorization to supervise table reservations in the Student Union. Reservations are made through the Student Union, where the reservation agreement must be completed. Table Reservation is open to all registered student organizations and campus departments – there is no charge for this reservation. Reservations on behalf of a non-UMass entities, third party vendors, and groups/ organizations not in good standing with the University is prohibited, and could result in loss of privileges. Space for student organizations or campus departments is available in respective Union Plaza spaces, and designated spaces in the Student Union from 10:00 a.m. – 4:00 p.m.

Lockers

Registered Student Organizations may request lockers for organizational usage through the SGA. Contact the Secretary of Registry to request locker allocation. Storage of perishable items, flammable materials, weapons, along with drugs and alcohol is strictly prohibited; students cannot make alterations to the interior/ exterior of the locker. Only the provided lock is allowed to be used on the locker. Any locks other than the ones provided by the SGA will be promptly removed. The SGA and Student Union reserves the right to inspect lockers at any time.

Damage, Loss, Vandalism

All individuals using the Student Union facilities are expected to take reasonable steps to ensure proper care of its buildings and equipment. Accidental damage, repair and replacement costs are the responsibility of the sponsoring organization.

Intentional misuse, defacement or destruction of Student Union Building or equipment is prohibited. Acts of damage, vandalism, defacement, or unauthorized removal of items from the Student Union will be referred to UMPD. Anyone witnessing these acts should call 911 to report the incident.

The Tobacco-free Policy

The Student Union is a smoke and tobacco free facility in accordance with the UMass Tobacco Policy. Exceptions for research purposes require the approval of the Provost or designee. Requests for any other exceptions as may be required by law should be submitted to the Vice Chancellor for Administration and Finance. <https://www.umass.edu/tobaccofree/about-policy>

Drugs –Code of Conduct

Use or possession of illegal drugs (inclusive of Marijuana) in the Student Union is strictly prohibited. Refer to the code of conduct. https://www.umass.edu/dean_students/codeofconduct

Gambling

Gambling in any form is not permitted in the Student Union Building. Refer to the code of conduct. https://www.umass.edu/dean_students/codeofconduct

Fighting

Fighting in the Student Union Building is prohibited. Refer to the code of conduct. https://www.umass.edu/dean_students/codeofconduct

Dangerous Weapons

Dangerous weapons are not allowed on campus at any time. Refer to the code of conduct.

https://www.umass.edu/dean_students/codeofconduct

Alcohol

The possession and/or consumption of alcohol is not permitted in the Student Union regardless of the age of the visitor involved. In the case where alcohol is requested for an event in the facility, all procedures as outlined in the UMass Alcohol Policy must be followed. In the case where alcohol is approved for an event, alcoholic beverages are not to be removed from the designated event area. In accordance with UMASS Catering

Personal Sound Devices

Only personal sound devices with earphones will be allowed for use in the Student Union. No portable personal audio devices, MP3 players, compact disc players, radios, instruments or other sound devices may be operated without personal earphones in the public areas of the Student Union without prior approval from Student Union staff.

Property Removal

Student Union property, such as art, audiovisual equipment, furniture, displays, flags, etc., may not be moved or removed from the facility without the approval of the SUMB

Bicycles, Skateboards, In-line Skates, and Similar Conveyances

Other than for the accommodation of a disability, the use of any wheeled or mechanical transportation in the Student Union is strictly prohibited. This prohibition includes, but is not limited to, bicycles, skateboards, skates, hover boards, scooters, and wheeled shoes.

Due to the risk of fire, no form of transportation may be plugged into an electrical outlet inside or outside of the Student Union to charge. Bicycle racks are provided outside of the Student Union to store bicycles when not in use. Bicycles are not to be left unattended or attached to the building at any time.

COVID –Related Policy

Please note: We follow current university, state and federal guidelines pertaining to Covid-19

[Interim Pandemic Policy](#)

Visit the following link for updated information <https://www.umass.edu/coronavirus/interim-pandemic-policy>

Additional information can be found on the [Coronavirus Website \(www.umass.edu/coronavirus \)](http://www.umass.edu/coronavirus)