


**AIKEN TECHNICAL COLLEGE
PROCEDURE**

Procedure Title:	ELECTRONIC MARQUEE	Procedure Number:	2-4-107.1
Institutional Authority:	Chief Advancement Officer		
Associated SBTCE Policy/Procedure:			
Governing ATC Policy:	2-4-107.1		

Approved: 
President


Chief Advancement Officer

Date
Adopted: 07/01/2004
Date
Revised: 07/25/2022

DISCLAIMER

PURSUANT TO SECTION 41-1-110 OF THE CODE OF LAWS OF SC, AS AMENDED, THE LANGUAGE USED IN THIS DOCUMENT DOES NOT CREATE AN EMPLOYMENT CONTRACT BETWEEN THE EMPLOYEE AND THE AGENCY.

The following procedures outline use of the Aiken Technical College electronic sign:

1. Persons wishing to have an item included on the electronic marquee should submit the request via the ATC Request System.
2. The request should include the event to be promoted, date of the event, and a contact person for the event.
3. Only messages regarding College-related events, important dates, or public activities in which the College is an identified partner or sponsor (i.e., those happening on the ATC campus and related to the College's mission or College-sponsored events happening off the ATC campus) will be considered for placement on the marquee.
4. Information will be edited to fit the space available on the marquee.
5. Information should be submitted at least five business days prior to the time it is to be placed on the marquee. Exceptions include cases of emergency or at the discretion of the College's Executive Staff or the Marketing and Communications Director.