

CSU Marketing Support

The Marketing Coordinator of the CSU, Lenny Koupal, and his team supports RSOs by ensuring their marketing pieces meet University graphic standards and providing channels for marketing. This team does not provide graphic design services for RSOs.

As the community center for campus, the Centennial Student Union views communications about upcoming events & activities as central to our mission. A variety of event promotion methods have been developed for use by RSOs. View a [more complete list online](#), but some of the most utilized are outlined below.

The CSU CAN

CAN stands for Captivated Audience Newsletter and is posted in the restrooms of the Centennial Student Union. RSOs can request an event be featured by emailing lenny.koupal@mnsu.edu and csuinfo@mnsu.edu. View [this week's CAN](#).

CSU Maverick Insider

The Maverick Insider is an interactive e-newsletter for Minnesota State Mankato students. The intent is to help students be informed, engaged, and successful. RSOs can request to be featured by emailing csuinfo@mnsu.edu. View [this week's Maverick Insider](#). Many of the stories in the Maverick Insider are posted to the [CSU Blog](#).

Poster Guidelines

RSO posters must follow a [number of guidelines](#) and the CSU Communications team is here to help you navigate them. When designing your own posters, this [Recommended Poster Template](#) is good to use. RSOs that receive funding from Student Activity Fees (SAF) will include the SAF logo in the publicity of their activities per SAC Guidelines Section I.28.

Additionally, the [bare minimum](#) is a short guide that includes the basics or check out [university brand standards](#) for more information. The full [MNSU Posting Policy](#) outlines information for the entire campus.

Poster Approval

Before hanging posters, bring them to the CSU Main Office (CSU 220) to be stamped for approval. We suggest getting them approved **BEFORE** printing so you can make any required changes without incurring unnecessary printing costs. Stop into CSU 220 for pre-approval and stamping of posters.

Sandwich Boards – free for RSOs

Student Activities has 12 yellow sandwich boards that are 2' wide x 3' tall and may be reserved for one week at a time, unless given prior approval by a staff member in Student Activities. Loss or damaged sandwich boards will result in a \$160 charge to the organization. To reserve, stop by the front desk of Student Activities to fill out a *Sandwich Board Rental Request*. Note: Sandwich boards cannot be used inside the CSU and cannot obstruct walkways anywhere. We suggest using packing tape to secure your poster on all sides; **renter provides tape**. The board must be returned by 5 p.m. on the final day of the reservation; if the reserved board is not returned on time the RSO will pay a \$160 replacement fee.