Campus Advertising, Sales & Solicitation Policy

Mission

The mission of the College Advertising, Sales, and Solicitation Policy is to ensure compliance with Board of Regents policy regarding business activities and to exercise the required control and supervision on the campus of Dalton State College.

Scope

The policy shall apply to all campus personnel, faculty, staff, student organizations and visitors, and to all facilities, including all buildings, land and open spaces, and to any person, organization, or business desirous of using campus facilities. This policy extends to the DSC Foundation, DSC Athletics and Gilmer Center campuses.

Responsibility

The chief business officer at Dalton State has the responsibility to control, manage and supervise all business activity on his/her campus.

Board policy states: “USG institutions shall not permit the operation of private business enterprises on their campuses, except as otherwise provided by contract. All business enterprises operated on a campus of a USG institution shall be operated as auxiliary enterprises and shall be under the direct management, control, and supervision of the chief business officer of the institution.” (Board of Regents Policy Manual, Section: 7.11.2).

"Business Enterprise” includes solicitation (direct or via advertising) and other activities associated with a business enterprise.

General Policy Statement

The Division of Fiscal Affairs shall be the only body empowered to conduct or approve business activity on the campus of Dalton State College. Business activity shall include any undertaking of an individual or group which encompasses the production, sale, distribution, by sale or gifts, of products or services. The sale and distribution of products and services includes any method of marketing by way of direct selling or indirect selling, including the use of posters, flyers, handouts, or other promotional literature. Such activities shall be subject to the provisions of this policy.

Distribution of non-commercial written material such as pamphlets, handbills, circulars, newspapers, magazines and other materials which are protected by the First Amendment may be given away or sold on a person-to-person basis in open areas at least 20 feet from outside of buildings and other closed
structures on the campus, except as follows. No stand, table or booth shall be used in distribution except at Pope Student Center upon permission of the Director of Student Life. “Drop (bulk) delivery” or unattended distribution is not permitted. Distribution shall be made from a designated location and sales person are not allowed to walk around campus distributing written material.

There shall be no advertisement or other public statement in which Dalton State College’s name is used in connection with any non-College organization, business, or person in any manner or medium that implies that the College supports, approves, or endorses any product, service, interest, position, or ideology of that organization, business, or person. The Office of Vice President for Fiscal Affairs may require that approved non-College events or activities include in their advertisements the following disclaimer:

“This event/activity is not sponsored by Dalton State College.”

**Release of Directory Information**

The name, address and phone number of faculty, staff and students are collected both formally by the College and informally by many departments on campus. It is the intent of the College to keep this information private and used only for official College business. However, the Georgia Open Records law requires the College to release directory information to whoever makes a request. Which particular directory file is released will be based on the request received. Open records requests are handled by the Office of Enrollment Services.
SECTION I

ADVERTISING

The College Advertising Policy shall apply to all non-College entities and/or commercial business which desire to place advertising on the campus of Dalton State College. Nothing herein shall prohibit College departments from advertising and promoting their own services or programs on the College campus.

In general, commercial businesses and all non-institutional entities are prohibited from indiscriminately advertising on the campus. Flyers, poster, etc. promoting business establishments containing advertising are banned. The prohibition also includes the placement on campus of non-College publications, which contain advertising.

Advertising of a private enterprise on campus is permitted only in approved campus publications, newspapers, magazines, or by direct U.S. Mail.

The privilege of selling advertising is restricted to The Roadrunner and the office of Auxiliary Services.

Advertising may appear in the following campus media:

1. The Roadrunner, the official campus newspaper.
2. Advertising related to athletic events.
3. Promotional material related to Auxiliary Services units and their products.
4. Digital signage (i.e., TV, Kiosks, POS systems) managed/operated by Auxiliary Services.

Each semester, the Office of Student Life hosts “Day for Dalton”, which allows businesses/organizations from Dalton to showcase their products and/or services. Each business/organization is charged a fee to reserve a booth/table on campus. For more information regarding this event, contact the Director of Student Life at 706-272-4428.
SECTION II

SALES

The Division of Fiscal Affairs shall be the only body empowered to conduct or approve sales activity on the Dalton State, DSC Foundation, DSC Athletics and Gilmer Center campuses.

Procedures for Commercially Sponsored Sales

1. Commercial activities will be limited to the Pope Student Center and James Brown Center, and are subject to space availability and must adhere to University System of Georgia’s guidelines and policies.
2. Individuals or businesses wishing to do sales or solicitations must contact the Office of Auxiliary Services (706-272-2030) to be approved in advance in the Brown Center and the Office of Student Life (706-272-4428) to be approved in advance in the Pope Student Center.
3. Sales require the following:

   It will be the intent of the College to make a photo copy of the Certificate, along with the representative’s driver’s license to be retained on file. At its sole option, the College may ask the Department of Public Safety and Security to verify the status of any vendor on campus.
4. The Director of Auxiliary Services and/or Director of Student Life will grant or deny permission upon documentation of item 3 (a) and upon confirmation of the availability of appropriate sales space.
5. A fee of $50 per day or 10% of sales, whichever is greater, payable to Dalton State College is required. This fee shall be paid in the Bursar’s office.
6. Sales or Solicitation in direct competition with the auxiliary operations of the College are prohibited.
7. Off-campus groups will be limited to a one-day sale or solicitation per semester. The period will be between the hours of 9:00 AM and 4:30 PM Monday -Friday. No sales or solicitations are allowed during the first two weeks of each semester.
8. Vendors must be prepared to provide their own table(s), chair(s), and extension cords to display their products. At its sole option, the College may provide limited assistance.

Procedures for College Sponsored Sales

The College recognizes that Athletics, recognized student organizations, academic and administrative departments and the Dalton State Foundation have limited needs to conduct sales on the campus. This policy permits the following:

1. Athletics: Auxiliary Services reserves the right to govern all food, beverage and other goods at all intercollegiate and/or special athletic events held on campus. Auxiliary Services may delegate this responsibility to Athletics on a case by case basis. A Food Safety form must be completed and approved by the Risk Manager. Beverages sold through concessions must be of the same brand as the College’s contracted beverage provider.
2. Student organizations:
   a. Sales by a student organization must be conducted totally by a recognized student group. Co-sponsoring with a non-College group is prohibited.
   b. Student organizations must contact the Office of Student Life to request authorization for a sale.
   c. Office of Auxiliary Services, on behalf of Oakwood Cafe, (the College’s exclusive food service provider), must approve food sales, other than bake sale type items.
   d. A completed Request for Fundraising Form is required prior to the initiation of the sale. Student organizations are required to adhere to all Student Life policies regarding sales and fund raising. Funds raised must be deposited to and accounted for through the student organization’s College revenue/agency account.

3. Academic and administrative departments: Academic departments, units or programs may also have limited authority to conduct sales in conjunction with educational activities. Revenue and expenditures associated within academic departments and unit’s educational courses, which involve, as part of the educational experience, the sponsorship of activities and the production and sale of a product on a limited basis shall be accounted for through the Bursar’s Office as departmental sales and services. Permission to conduct sales activity must be approved by the Vice President for Fiscal Affairs prior to the activity.

4. DSC Foundation and DSC Athletics may conduct sales on campus in which the revenue is for the benefit of the College’s mission. Permission to conduct sales activity must be approved by the Vice President for Fiscal Affairs prior to the activity.
SECTION III

SOLICITATION

Solicitation shall include any undertaking of an individual or group which attempts to promote the sale or use of a particular product or service. Specifically, this policy addresses the following:

1. Soliciting on campus (door to door or office to office) is expressly prohibited.
2. There shall be no soliciting of funds, prizes, or awards for scholarships, loans, grants, equipment, supplies, or other items unless it is approved by the Office of the Vice President for Fiscal Affairs.
3. Solicitation in or on all campus facilities (buildings and grounds) by for-profit corporations, non-profit organizations, private individuals, faculty, staff, or non-resident students is prohibited.
4. Personal solicitation through campus e-mail list serves is prohibited.
5. Solicitation through the weekly publication of The Bulletin Board is allowed. Notices should be short, timely, and of general interest to faculty and staff of the College.

The following solicitation activities have been approved as exceptions to the policy.

Procedures for College Sponsored Solicitation

Dalton State College participates in the Georgia State Charitable Contributions Program and a number of approved charitable events during the year. Participation by employees is on a voluntary basis. The Vice President for Fiscal Affairs must approve campus-wide solicitation for charitable organizations.

Procedures for Student Sponsored Solicitation

1. Solicitations by a Student Organization is permitted but must be conducted totally by a recognized student group. Co-sponsoring with a non-College group is prohibited.
2. Student organizations must contact the Office of Student Life to request authorization for a solicitation event.
3. A completed Request for Fundraising Form is required prior to the initiation of the sale. Student organizations are required to adhere to all Student Life policies regarding sales and fund raising. Funds raised must be deposited to and accounted for through the student organization’s College revenue/agency account.

Procedures for DSC Foundation and DSC Athletic Sponsored Solicitation

1. The DSC Foundation and DSC Athletic Department must follow the solicitation policy governing any other administrative unit on campus.
2. Solicitation in the form of Corporate Sponsorship must follow the procedures outlined in Procedures for Corporate Sponsored Activities.

Procedures for Auxiliary Services Solicitation

1. The Office of Auxiliary Services must follow the solicitation policy governing any other administrative unit on campus.
2. Solicitation in the form of Corporate Sponsorship must follow the procedures outlined in Procedures for Corporate Sponsored Activities.

CORPORATE SPONSORSHIP

Procedures for Corporate Sponsored Activities

Corporate sponsorship of College activities by private business enterprises are permitted provided that such sponsorships do not:

- involve the explicit advertising of alcohol, tobacco products or the promotion of sexually explicit materials
- compete with business enterprises contracted through Auxiliary Services
- bring adverse exposure to the College

Solicitation for corporate sponsorships shall be in consultation with the Vice President for Fiscal Affairs and/or his/her designee.

The College reserves the right to accept or reject any and all sponsorship activities.

Corporate Sponsorships requiring either party to enter into a contractual arrangement must be reviewed and approved by the Vice President for Fiscal Affairs or his/her designee.

The following units of the College are permitted to solicit corporate sponsorships

1. Intercollegiate Athletics
   a. The Director of Athletics, or his designee, may solicit corporate sponsorship for intercollegiate athletic events. The types or sponsorships shall be governed by Attachment A - Corporate Sponsorship Benefits, which is made part of this policy

2. Student Life (Registered Student Organizations) and Campus Recreation
   a. The Director of Student Life and Director of Campus Recreation may request corporate sponsorships for activities under his/her control. Sponsorships may take the form:
      - Print opportunities
      - Game and event promotions
      - Apparel advertising and sponsorship
   b. Sponsorships may be long-term, (e.g. signage at intramural venues) be of a limited nature, or be a one-time event.
   c. Attachment A – Examples of Corporate Sponsorship should be used as a guide.

3. Dalton State Foundation
   a. The Dalton State Foundation may hold events on the campus that are supported through corporate sponsorship.

4. Auxiliary Services
   a. The Director of Auxiliary Services may request corporate sponsorships for activities under his/her control. Sponsorships may take the form:
      - Print opportunities
      - Signage
      - Apparel advertising and sponsorship
5. Academic Affairs, Fiscal Affairs, and Enrollment Services
   a. Units reporting to these divisions may solicit corporate sponsorships, where appropriate, in consultation with the Vice President of Fiscal Affairs and/or his/her designee.

   **All the above must follow the existing Fundraising Policy and Guidelines.**

**REVISIONS TO POLICY**

This Advertising, Sales and Solicitation policy will be revised on an as-needed basis.

**POLICY ACKNOWLEDGEMENT**

This policy was obtained through the University of West Georgia and was modified for Dalton State purposes.
Examples of Corporate Sponsorship

Print Opportunities

- Point of Contact Displays
- Game programs (ads)
- Ticket Backs
- Schedule Cards
- Schedule Posters (Can include the name of corporate sponsor) (Can be posted on campus per the Posting Policy)

Signage (name and logo on following)

- Digital Signage
- Kiosks
- POS system displays
- Vending reader displays

Electronic Media

- Future athletic advertisements on website (Banner ads)

In-game Promotions

- Interactive contests with fans
- On-court promotions
- Premium item giveaways
- Promotional display or sampling area

Game Day Sponsorship

- Game Tickets (Reserve Seating)
- Public address announcements
- Display/Sampling area
- Premium item giveaways
- On-court promotions
- Employee Customer appreciation