

# Marketing and Advertisement Policy

## Purpose

This policy outlines the circumstances and procedures by which businesses, agencies, organizations and individuals will be permitted to advertise or market products and services on University of Mary property and at university-sponsored functions.

## **Rationale**

The University of Mary reserves the right to monitor and regulate marketing and advertising activity on its property and at university sponsored activities. This is based upon the following interests: a) the desire to have consistency between the university's Christian, Catholic and Benedictine values and any marketing or advertising that is permitted; b) the desire to maintain the integrity of the campus environment that is highly valued due to the harmony that has been achieved between the natural beauty and the architecture which has created a campus setting that positively influences the educational and spiritual purposes of our community; and c) the desire to maintain a positive relationship with friends and partners of the university as well as the larger civic community. Based upon these interests, the university has established the following policy:

1. The vice president for public affairs will determine those entities eligible to have a presence on University of Mary property and at university sponsored events for the purpose of marketing and advertising. This may include:
  - A. Non-profit charitable, service, or religious organizations and those government agencies whose purposes and activities are consistent with the mission and values of the university.
  - B. Community businesses, and other for profit entities that are supportive of the University of Mary by their generosity and/or willingness to partner with the university and who offer goods and services consistent with the mission and values of the university.
2. Entities so approved according to the criteria outlined above will be invited to consider the following options in regard to marketing and/or advertising activity:

### **A. Community Fairs.**

Each year, the University of Mary will host a community fair on the main campus to be organized and planned by the Student Development Office and the Student Activities Committee in conjunction with orientation or the beginning of the school year. Each entity will be eligible to set up a display booth at the fair where products and services consistent with the mission and values of the university may be offered to members of the university community.

**B. Placing Posters, Flyers, or other Printed Advertisement on University of Mary Property.**

Entities will be eligible to submit printed advertisements, posters and/or flyers no larger than 12 by 18 inches. On the main campus materials should be submitted to the Student Development Office, and on branch campuses the materials should be submitted to the administrative office. Display of materials will not exceed 60 days. Printed materials displayed on campus will be restricted to those products and services consistent with the mission and values of the university. Entities other than the university itself will not be permitted to post their own materials.

**C. Advertisements in Student Publications.**

The Board of Student Publications is authorized to permit placement of advertisements in student publications (*The Summit*). Student publications staff members are prohibited from contacting off-campus entities for advertisements but may, in consultation with the vice president for public affairs, accept requests from entities approved as outlined in section I. The Board of Student Publications is authorized to establish a fee structure for advertisements and any proceeds from advertising sales are to be deposited in the Board of Student Publications account and used towards supporting student publications. On-campus groups are also permitted to advertise in student publications and the fee structure should include an appropriate discount for on-campus entities.

**D. Advertisements in Extra Curricular Activities Programs and other Campus Publications.**

The Office of Public Affairs is authorized to accept advertisements for placement in Programs for extra curricular activities (e.g. athletics, music, theatre) and other publications such as the Student Directory and Student Handbook so long as the advertisements are consistent with the mission and values of the university. The Office of Public Affairs is authorized to set a fee for this service with proceeds going to cover the cost of publishing the materials. On-campus entities are also permitted to advertise in this group of publications and the fee structure should include an appropriate discount for on campus entities.

**E. Display Tables.**

Entities approved according to Section I will be permitted to reserve tables for the purposes of marketing or advertising products and services consistent with the values of the university. The vice president for student development is authorized to establish a schedule when tables will be made available so as to avoid conflicts with other university events. Entities are limited to reserving one table at a time. The tables will be available on a first come-first serve basis with a limit of no more than three consecutive days at a time.

On-campus groups and organizations are also permitted to reserve these tables. On the main campus, tables will be permitted in the lobby area of the Leach Center for Student Life and may be reserved through the Student Development Office.

The Butler Center and the Fargo Center are authorized to designate space for tables to be reserved by entities and reservations for these tables must be made through the administrative office at those locations.

3. The following activities are prohibited.

- A. Marketing and advertisement contacts via the University of Mary telephone system is prohibited. Off-campus entities are prohibited from using the student or staff directory for making sales calls or requests for donations or funds of any kind.
- B. Marketing and advertisement contacts via the University of Mary computer system Including e-mail and/or instant messages is prohibited.
- C. No off-campus entity will be permitted access to mail rooms to “stuff” mailboxes of students or staff. Materials to be distributed in this manner must have prior approval from the vice president for public affairs.
- D. No advertising or transaction of business is permitted within a University of Mary Residence facility. Door-to-door sales of any kind are prohibited in these facilities.
- E. University of Mary property may not be used to display, advertise or promote the sale of goods or services except in those locations designated by this policy. Advertisements placed in the windows or doors of residence facilities and offices are prohibited.
- F. Advertisement of tobacco products and products containing alcohol is prohibited anywhere on university property and in any university publication.
- G. Promotions targeting students to apply for credit and credit cards are prohibited. Promotions for other financial services that include instant cash cards and debit cards that include credit options must have prior approval from the vice president for public affairs.
- H. The placement of promotional materials of any kind on vehicles is prohibited on University of Mary property and University of Mary sponsored events. Offending parties are responsible for clean up costs incurred by the university.