PM04 Advertising and Selling on Campus

Classification: Property Management
Responsible Authority: Director, Campus Services
Executive Sponsor: Vice President, Finance and Administration
Approval Authority: Algonquin College Executive Team
Date First Approved: 2005-04-01
Date Last Reviewed: 2018-07-11
Mandatory Review Date: 2023-07-11

PURPOSE
To establish rules and guidelines for advertising and selling on all campuses, including the posting of notices, and the display and distribution of communication materials.

SCOPE
Any internal or external person, organization or agency that wishes to advertise or sell on campus.

DEFINITIONS

<table>
<thead>
<tr>
<th>Word/Term</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Advertising</td>
<td>The activity or profession of producing advertisements for commercial products or services</td>
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<tr>
<td>College</td>
<td>Algonquin College of Applied Arts and Technology</td>
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<tr>
<td>Communications, Marketing and External Relations</td>
<td>Department that manages content for the Algonquin College campus digital screen network.</td>
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<td>Communication Materials</td>
<td>Posters, digital signage, large format printing and applications, decals</td>
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<tr>
<td>Student Support Services</td>
<td>Department that provides resources, services and support to Algonquin College students</td>
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<tr>
<td>Students’ Association</td>
<td>The Students’ Association of the Algonquin College of Applied Arts and Technology</td>
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POLICY

1. Campus Services is responsible for advertising and sale of products and services on the Ottawa campus.
2. The Deans of Perth and Pembroke ensure that the policy is enforced on their campuses. This includes the posting of notices, and the display and distribution of communication materials and internal election notices.

3. The Director of Campus Services and the Students’ Association will ensure that vendors offer products, services and displays which do not violate any College policy.

4. The Director of Campus Services and the Students’ Association will ensure that vendors offer products, services and displays that are not in conflict or competition with the College’s businesses or services.

5. Subject to the Director of Campus Services approval, the Students’ Association may lease or rent small designated areas to commercial vendors to generate revenues in identified locations.

6. In administering this policy, the Director of Campus Services, Student Support Services and the Students’ Association will consult the Procedures for the Posting and Distribution of Notices, Advertisements, Newspapers and Periodicals at Algonquin College.

7. **Commercial Vendors**
   a. Commercial vendors are permitted to sell their products or services on campus, upon completion of liability verification form, and only with approval from the Director of Campus Services in writing.
   b. In consultation with the Director of Campus Services, Deans or Directors may invite a particular vendor(s) on campus for specific purposes related to their departmental mandate or in relation to a College event.

8. **Advertising Contracts**
   a. Campus Services contracts with advertisers who want to display materials in areas such as encased sign boards, free-standing display units, bicycle stands, general interest boards, television/video terminals, outdoor shelters, campus digital screens and outdoor billboards.
   b. This policy does not include: external agencies interested in advertising in the student newspaper, in campus publications, athletics calendars, the student handbook or the student radio station. External agencies are to contact Campus Services Marketing Department, and if applicable, will be directed to the appropriate department.

9. **Publications**
   a. Campus Services will contract with outside agencies to carry a limited number of newspapers/publications on College premises. These contracts stipulate several conditions including the locations assigned to the particular publication.
10. **Posting of Notices**
   a. Algonquin College has established a system of bulletin boards to keep students and employees informed of events or appropriate information. All bulletin boards should identify their intended audiences. General Interest Boards are maintained by Student Support Services.
   b. Student Support Services will review and approve all internal advertising materials for the General Interest Boards. The notices will be stamped and approved by Student Support Services. Student Support Services or Campus Services Marketing may reject any notice or content that conflicts with College values, is illegal or offensive in nature or which is in violation of any other College policy.

11. **External Postings**
   a. Campus Services will review and approve all external commercial advertising materials. Notices will be stamped by Student Support Services to indicate the advertising materials are approved. Campus Services will reject advertising materials that conflict with College values and/or compete with College Services.
   b. All General Interest bulletin boards will be kept current and maintained and monitored by Student Support Services.
   c. Approved notices must be posted in authorized locations only. Non-compliant postings will be removed.

12. **Digital Screens**

   12.1 **Internal Digital Screen Postings**
   a. Internal postings will follow guidelines determined by the Communications, Marketing and External Relations Department. The Communications, Marketing and External Relations Department will review, approve and post all digital screen content for the campus digital screen network. The Communications, Marketing and External Relations Department may reject any content that conflicts with College values, is illegal or offensive in nature or which is in violation of any other College policy.

   12.2 **External Digital Screen Postings**
   a. Posting from individuals or organizations external to the College will be vetted through Campus Services using the same guidelines as those noted above for Internal Postings. Campus Services will review and approve all external corporate and commercial advertising materials for campus digital screens. Campus Services will reject advertising pieces that conflict with College values and/or compete with College services and partners. The Communications, Marketing and External Relations Department will post all external digital screen content for the campus digital screen network.
13. **Election Notices**  
   a. Any employee or student running for elected office (i.e. College’s Board of Governors, Union, Administrative Staff Association or the Students’ Association) who wishes to post election advertising on College property will get permission from the Vice President, Finance and Administration at the Ottawa campus or from the Deans’ Office on the Perth or Pembroke campuses and be made aware of the guidelines governing this activity.

14. **Non Compliance**  
   a. Staff or students who fail to observe this policy will be given a warning and be required to remove all such materials from College properties. This includes but is not limited to: distributing communication materials in any manner, including leaving materials on campus, handing out materials, placing materials in lockers, under Residence doors or on vehicles. Should the staff or student continue to post or fail to remove the materials, they will be asked to meet with the Director, Campus Services to review the incident and to apply appropriate sanctions.
   
   b. If an external individual or corporation fails to observe this policy, the Director, Campus Services or his/her designate will communicate with the advertising company, reiterating the College policy which may result in further sanctions, which could include a no trespass order.

### PROCEDURE

<table>
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<tr>
<th>ACTION</th>
<th>RESPONSIBILITY</th>
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<td><strong>1. Sale of Products/Services on Campus</strong></td>
<td>Commercial Vendor or student</td>
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| 1.1 Receive permission from the appropriate department if seeking approval to sell products or services on campus:  
  - External vendors - Campus Services Office  
  - Students or Students’ Association vendors - Students’ Association  
  - Common Space Table Rentals - Conference Services  
  - External vendors, rural campuses - Dean’s Office | |
| **2. Advertising Requests from External Parties** | External agency |
| 2.1 Contact the Campus Services Marketing Office if interested in displaying materials, advertising on campus digital screens, posters or other advertising mediums, advertising in the student newspaper or campus publications or sponsoring a College event. The request will be forwarded to the appropriate department. | |
| **3. Internal Advertising/Posting of Notices** | |
3.1 Request permission to post a notice from the responsible department administrator.

3.2 Inform the person of the guidelines governing the posting of notices.

3.3 Inform the person of the guidelines governing internal election advertising if the postings are associated with election advertising.

SUPPORTING DOCUMENTATION
None

RELATED POLICIES
AC03 AODA Integrated Accessibility Standards Regulation
SA07 Student Conduct
AD09 College Corporate Image
PM07 Naming of College Features

RELATED MATERIALS
Procedures for the Posting and Distribution of Notices, Advertisements, Newspapers and Periodicals at Algonquin College

Ministry of Training, Colleges and Universities – Minister’s Binding Policy Directive on the Framework for Programs of Instruction, Appendix D: College Advertising and Marketing Guidelines
http://www.tcu.gov.on.ca/pepg/audiences/colleges/

Government of Ontario – Accessibility for Ontarians with Disabilities Act
https://www.ontario.ca/laws/statute/05a11