

PM04

Advertising and Selling on Campus

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| 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 |
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| Date to Complete Mandatory Review: | 2028-06-28 |

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

| Word/Term | Definition |
|---|---|
| Advertising | The techniques, practices, or profession used to bring visibility to products, services, opinions, or causes for the purpose of awareness and/or persuading the audience to respond in a certain way. |
| Algonquin Students' Association | A non-profit corporation governed by a Board of Directors to represent Algonquin College students. All members of the association are Algonquin College students in postsecondary programs. |
| Campus Services | Campus Services is a department that provides commercial services to the Algonquin College community including Food & Conferences, Retail, Print, Parking, and Residence. |
| College | College, when capitalized and not otherwise qualified in other ways, refers to the Algonquin College of Applied Arts and Technology. |
| Communication Materials Communications Department | Posters, digital signage, large format printing and applications, decals The Communications Department manages content for the Algonquin College campus digital screen network. |
| Student Support Services | Student Support Services is a department that provides resources, services, and support to Algonquin College students. |

POLICY

1. Campus Services is responsible for advertising and sale of products and services on the Ottawa Campus. The Algonquin Students' Association also sells products and services at Algonquin College campuses.
2. The Deans of Perth and Pembroke ensure that the policy is enforced on their campuses using the local administrators in the respective areas. This includes the posting of notices, the display and distribution of communication materials, and internal election notices.
3. Campus Services and the Students' Association will ensure that vendors offer products, services, and displays which do not violate any College policy.
4. 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. The Students' Association may assign small designated areas to commercial vendors to generate revenues in existing approved locations.
6. In administering this policy, Campus Services, Student Support Services, and the Students' Association will consult the Procedures for the Posting and Distribution of Notices, Advertisements, and Publications at Algonquin College.
7. **Commercial Vendors**
 1. Commercial vendors are permitted to sell their products or services on campus with approval from the Director of Campus Services or the Algonquin Students' Association.
 2. 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**
 1. Campus Services contracts with advertisers who want to display materials in areas such as encased sign boards, free-standing display units, general interest boards, television/video terminals, campus digital screens, and outdoor billboards. Outside of these noted locations, other requests will be reviewed on a case-by-case basis and are subject to approval from the Campus Services Directors' Office.
 2. This policy does not include external agencies interested in advertising in the student newspaper, in campus publications, athletics calendars, the student handbook, with the Algonquin Students' Association, or the student radio station. External agencies are to contact the Campus Services Marketing Department, and if applicable, will be directed to the appropriate department.
9. **Publications**
 1. Campus Services may contract with external agencies to carry newspapers/publications on College premises. These contracts will stipulate several conditions including the locations assigned to the particular publication.
10. **Posting of Notices**
 1. 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.
 2. 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**
 1. 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 businesses or services.

2. All General Interest bulletin boards will be kept current and maintained and monitored by Student Support Services.
3. Approved notices must be posted in authorized locations only. Non-compliant postings will be removed and disposed of.

12. Digital Screens

1. **Internal Digital Screen postings.** Internal postings will follow guidelines determined by the Communications Department. The Communications Department will review, approve and post all digital screen content for the campus digital screen network. The Communications 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. The Algonquin Students' Association manages its own internal digital screen network.
2. **External Digital Screen postings.** 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. Campus Services will post all external digital screen content for the campus digital screen network.

13. Election Notices

1. 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

1. Employees 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 employee 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.
2. If an external individual or corporation fails to observe this policy, the Director, Campus Services or their 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

| | Action | Responsibility |
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| 1. | Sale of Products/Services on Campus | |

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| 1.1 | Receive permission from the appropriate department if seeking approval to sell products or services on campus: <ul style="list-style-type: none"> • 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 | Commercial Vendor or student |
| 2. | Advertising Requests from External Parties | |
| 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. | External agency |
| 3. | Internal Advertising/Posting of Notices | |
| 3.1 | Request permission to post a notice from the responsible department administrator. | College student or employee |
| 3.2 | Inform the person of the guidelines governing the posting of notices. | Department Administrator |
| 3.3 | Inform the person of the guidelines governing internal election advertising if the postings are associated with election advertising. | Department Administrator or the Dean's Office in Perth or Pembroke |

SUPPORTING DOCUMENTATION

Procedures for the Posting and Distribution of Notices, Advertisements, and Publications at Algonquin College <https://www.algonquincollege.com/campuservices/files/2023/06/Procedures-for-Posting-and-Distribution-of-Notices-Advertisements-and-Publications-at-Algonquin-College-2023.pdf>

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 <https://www.tcu.gov.on.ca/pepg/documents/FrameworkforPrograms.pdf>

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

RELATED POLICIES

AA45 Articulation Agreements
AD07 Upholding Free Speech