Solicitation & Promotion Policy

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General Description

Policy Summary:

This policy outlines the conditions under which individuals and entities may engage in solicitation and promotion at Trinity.

Purpose:

Trinity University is a living and learning home for students. Faculty and staff best support the University's mission when working without distraction. By nature, solicitations and promotions on campus may invade privacy, alter the community environment, undermine University operations or branding, or dilute the Trinity experience. However, it is recognized that some solicitation and promotion activities may complement one or more of the University's core values of discovery, excellence, impact, individual, and community. In addition, solicitation and promotions efforts not coordinated with Alumni Relations and Development could conflict with or duplicate the University's own efforts to solicit support.

Scope:

This policy applies to all members of the Trinity community.

Exceptions:

Exceptions to this policy include chalkboards, whiteboards, and other designated surfaces similarly designed for the purpose of temporary expressive activities. The academic or administrative department nearest such a surface manages and maintains discretion over what is added and for how long.

Policy Content

Solicitation and promotion by or for commercial enterprises

Commercial enterprises and any person acting on behalf of a commercial enterprise may not conduct solicitation or promotion activities on campus or use University resources without advanced written authorization from the Vice President for Finance and Administration or designee, except as otherwise

authorized by this or other applicable University policy. Commercial enterprises interested in reaching the Trinity community should contact the Trinitonian advertising department.

Commercial enterprises who are hosted by campus departments or offices in accordance with the Commercial Enterprise Policy may engage in solicitation and promotion activities incidental to their permitted presence on campus.

Solicitation and promotion by or for recognized student-run commercial enterprises

Recognized student-run commercial enterprises may use University resources for solicitation and promotion, as long as such solicitation and promotion is in compliance with any requirements or restrictions by the Department of Entrepreneurship, this policy, and other applicable University policies and procedures, including relating to facility use.

Soliciting donations and sponsorships for causes

No student organization or campus department or office may engage in solicitation or promotion for a non-profit or cause on campus or with University resources without advanced written approval from the Vice President for Alumni Relations and Development or designee. The Student Organizations Handbook provides additional guidance for student groups.

Individuals who are members of the Trinity community and student organizations or campus departments or offices are authorized to collect donations at Trinity for a non-Trinity non-profit program, organization, or initiative, as long as the name of the organization for whom donations are being sought is prominently identified and the individual or group complies with all applicable University policies and procedures.

Individuals who are members of the Trinity community and student organizations may raise funds for non-profit efforts by selling items, as long as the activity complies with all applicable policies and procedures, and items are not labeled or otherwise branded in a way that suggests a relationship with Trinity University without advanced written approval by the President or designee.

Sponsorship of events or activities

Individuals and groups receiving sponsorship for a specific event or activity may express appreciation for the sponsorship with public notice, such as signage at the event or a business logo on a T-shirt, but may not give the sponsor more access to campus than is allowed other outside enterprises.

Additional limits on solicitation and promotion

In addition to the above, in order to maintain a reasonably consistent and pleasant campus environment, any individual or group engaged in permissible solicitation or promotion under this policy must also abide by the following:

- Door-to-door solicitation and promotion are prohibited in the residence halls. Requests for exceptions should be made to the director of Residential Life.
- Flyers, banners, and leaflets may be affixed only to bulletin boards and other designated spaces designed for the purpose of temporary posting.
    - The academic or administrative department nearest a bulletin board manages that bulletin board and maintains discretion over what is posted and for how long.
    - Residential Life staff facilitates posting on residence hall bulletin boards and maintains discretion over what is posted and for how long. Deliver 80 copies to the Witt Center seven or more days in advance of the ideal posting date. Contact the Coates Student Center and Mabee Dining Hall for stipulations relating to postings in those locations.
- Flyers, banners, and leaflets may not be affixed to entry doors of any campus building, interior or exterior walls or any other surface of a public area on campus, outward-facing windows of administrative and academic buildings, fences, railings, light posts, trees, brick walls, works of art (including fountains), and other outdoor features and structures, or vehicles parked anywhere on or adjacent to campus.
- The Mail Center does not distribute mass flyers to campus mailboxes.
- Stake signs and other forms of promotion signage must be given advanced written approval and arranged with the Student Involvement office.
- Chalking on campus pedestrian walkways to promote University-related events and activities is permitted on areas of the campus commonly known as “lower campus,” including the stairs from lower campus to the Coates Student Center. Chalking for any other purpose, in any other location, and/or on any campus structure, wall, or other vertical surface is prohibited.
- Marker lettering and painted lettering, including spray paint, water-based paint, and shoe polish, on any campus grounds or facility is prohibited.

Terms & Definitions

Terms and Definitions:

Term:	Definition:
Commercial Enterprise	For-profit and not-for-profit business entities or private individuals providing services or products in order to generate income for the benefit of the entity or individual
Recognized Student-Run Enterprise	Business entity managed by a Trinity student or students and recognized by the Department of Entrepreneurship
Solicitation	Appeals to groups or individuals intended to generate a benefit for an entity or individual. Direct sales, advertising, marketing and promotions, sample

Term:	Definition:
	giveaways, data collection for future marketing efforts, and notices through Trinity-associated platforms are all examples of commercial solicitation.
Promotion	Activity that encourages possible future transactions benefitting an entity or individual and activities on behalf of a group or cause ranging from informational activities and advertising to direct appeals for support, whether monetary or otherwise
University Resources	All property, facilities, and resources, including IT resources and communication platforms, such as Tmail and LeeRoy, owned or controlled by Trinity University.

Related Documents

Related Documents:

Document Type:	Document Name:	Document Number:
Policy	Commercial Enterprise Policy	BUSO-0035

Revision Management

Revision History Log:

Revision #:	Date:	Recorded By:
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Vice President Approval:

Name:	Title:
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