Commercial Enterprise Policy

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General Description

Policy Summary:

This policy identifies the conditions under which commercial enterprises may conduct business activities on campus at Trinity University.

Scope:

This policy applies to all members of the Trinity community.

Exceptions:

1. This Policy does not prohibit Human Resources from inviting commercial enterprises with whom the University has a business relationship to campus to inform employees of employment-related benefits and opportunities.
2. This policy does not apply to the procurement of goods and services by representatives of Trinity University for the business use of Trinity University.
3. Sponsorships by and donations from non-student commercial enterprises are addressed in the Solicitation & Promotions Policy.
4. Campus Publications is a recognized student-run commercial enterprise for the purposes of this Policy.

Policy Content

Reason(s) for the Policy

This policy ensures commercial enterprises operating on the Trinity campus contribute to the quality of student life and advance the mission of the University. The University is committed to experiential learning, and this policy distinguishes commercial enterprises run by students learning through experience from non-student commercial enterprises.

Except as otherwise permitted by this Policy, commercial enterprises are not permitted to conduct any business activities, including but not limited to solicitation and promotion, at Trinity without advanced

written approval from the Vice President for Finance and Administration or designee.

Campus departments or offices may host commercial enterprises for single events or programs on campus if:

- the business activity aligns with the purposes of the hosting department or office;
- the hosting department or office ensures the commercial enterprise complies with all relevant Trinity policies and procedures, particularly those set forth by Risk Management; and
- a representative of the hosting department or office closely monitors and is accountable for the on-campus business activities of the commercial enterprise.

No commercial enterprise may use Trinity's branding elements or otherwise suggest an affiliation with the University without written approval from the President or designee.

Recognized student-run commercial enterprises may engage in business activities on campus, subject to the following restrictions:

- Recognized student-run commercial enterprises must comply with all University policies and procedures, including but not limited to those related to business operation; posting, promotions, and solicitations; and facility reservation and use.
- Recognized student-run commercial enterprises must comply with all restrictions and directives of the Department of Entrepreneurship. Recognized student-run commercial enterprises must remain in compliance with all federal, state, and local requirements, laws, regulations, and ordinances.
- Trinity University neither endorses nor serves as a guarantor for individual recognized student-run commercial enterprises.
- No recognized student-run commercial enterprise may use Trinity's branding elements or otherwise suggest an affiliation with the University without written approval from the President or designee.
- Door-to-door sales and solicitations are prohibited in the residence halls. Requests for exceptions should be made to the Director of Residential Life.

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	Business entity managed by a Trinity student or students and recognized by the Department of Entrepreneurship.

Term:	Definition:
Commercial Enterprise	
Commercial Solicitation	Appeals to groups or individuals intended to generate a benefit for a commercial enterprise. Direct sales, advertising, marketing and promotions, sample giveaways, data collection for future marketing efforts, and notices through Trinity-associated platforms are all examples of commercial solicitation.

Related Documents

Related Documents:

Document Type:	Document Name:	Document Number:
Policy	Solicitation & Promotion Policy	FACS-0005

Revision Management

Revision History Log:

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Vice President Approval:

Enter Vice President(s) that are responsible for approving this document

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