

## Chapter 3 - General Institution

### AP 3910 Solicitation, Advertising, and Sales

#### Definition

Any individual or business, or collection of individuals or businesses engaged in marketing, promoting, selling, or otherwise offering their products and/or services for consideration by the College or its students, faculty, or staff members is defined as a vendor.

Permitting a vendor to operate on the College campus entails the following policies and procedures:

- BP and AP 3600 - Auxiliary Organizations;
- BP 3910 - Solicitation, Advertising, and Sales;
- BP and AP 5550 - Speech: Time, Place, and Manner;
- BP and AP 6300 - Fiscal Management;
- BP and AP 6330 – Purchasing;
- BP 6340 – Contracts;
- AP 6340 - Bids and Contracts;
- BP and AP 6500 - Property Management; and
- BP and AP 6540 – Insurance.

#### Advertising

General Advertising: The College will engage in advertising activities that market the institution itself as well as promote its various programs, services, and events.

#### Administrative Procedures

- A. The Public Information Officer will develop the College's advertising strategy in consultation with key campus stakeholders and manage its implementation based on budget resources approved by the Board of Trustees.
- B. All College advertising strategy and creative media buys/placements must be coordinated through the Marketing and Public Information Office to ensure strategy, branding, and message consistency as well as proper market positioning.

#### Advertising in the Class Schedule

- A. The College may elect to solicit display advertising in the printed class schedule from businesses and organizations to offset production costs.
- B. The Marketing and Public Information Office will coordinate solicitation and placement of all class schedule advertising.

- C. The Public Information Officer shall determine the appropriate amount of space in the class schedule to be reserved for advertising and shall set the advertising rates, including any discounts for nonprofit advertisers. The Public Information Officer shall adjust ad rates as appropriate.
- D. Fiscal Services, in conjunction with the Public Information Officer, will bill advertisers and collect fees as required.
- E. Acceptable advertising is that which markets products and services beneficial or of interest to the Mt. San Antonio College community, including students, faculty, staff, and local residents who receive the class schedule in the mail.
- F. Acceptance of any advertisement is not an implicit or explicit endorsement by the College of a product, service, agency, or individual. This information shall be included in a printed disclaimer in each edition of the class schedule.
- G. The Public Information Officer reserves the right to reject any advertising deemed inappropriate, including on (but not limited to) the following:
- any illegal products or services;
  - any alcoholic beverages or tobacco products;
  - any business or service that excludes minors;
  - any business or service of a prurient nature (including escort services);
  - any instructional program of an educational institution that does list tuition or fees prominently in the advertisement;
  - any other community college advertising; and
  - any advertising of a political nature.

#### Solicitation and Sales to the College

- College Personnel with Approval Authority

The Purchasing Department buys most materials and services for the College. Auxiliary Services purchases food and food services, textbooks, student supplies, and promotional materials.

- Process to be a College Vendor

Vendors interested in doing business with the College should send a letter of interest to the College's approval authority describing the products and services they offer. Bid lists are maintained only for those products and services the College regularly uses, but vendor information is forwarded to potential users. Contractors interested in major construction projects will be sent a "Prequalification Application," which must be returned to the Purchasing Office and approved before submitting a bid.

- Vendor Conditions

Even though direct departmental contacts may occur, only the Purchasing Office and the Auxiliary Services Office are authorized to issue purchase orders. Purchases made in the name of the College without an authorized purchase order shall be considered an obligation of the person making the purchase and not an obligation of the College.

It is the responsibility of a vendor approved to do business with the College to comply with all College policies and procedures related to the goods or services being provided. Promotional efforts shall not include gifts, favors, or any form of personal gratuity to any College employee.

### Solicitation, Advertising, and Sales to Students and Employees

This procedure does not provide for the marketing, promoting, selling, or offering of goods or services for consideration by individuals or groups of students, faculty, or staff.

Special exceptions to this procedure may be granted in cases where it is deemed to be in the best interest of the College to engage in or contract for services of particular vendors for a College sanctioned event or activity. Special exceptions are granted by the College President/CEO.

- Associated Students' Vendor Day

The Associated Students will designate one day each semester for a special Vendor Day to allow established student organizations an opportunity to present items for sale or distribution. All items and vendors must comply with the terms established by the College for these designated days. It is the intent of the College to allow the Associated Students to assess a flat fee for any approved vendor participating in Vendor Day. All fees collected from Vendor Day will be deposited in accounts with the Auxiliary Services and distributed amongst approved, participating student or College organizations according to pre-approved guidelines.

- Authorization for Special Exceptions

Vendors participating in Vendor Day or approved through special exception, must comply with the established procedures by completing a Vendor Agreement Form at which time a Special Vendor Permit will be granted by the Office of Student Life. Vendors must follow and abide by the Vendor Rules and Regulations as specified on the Vendor Agreement Form. The Special Vendor permit will specify the event, the specific day(s), time(s), and location(s). The Special Vendor Permit may be revoked at any time should the vendor or any related parties violate Board Policies, Administrative Procedures, or College processes.

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