

# Colby-Sawyer College Publicity or Solicitation Policy

## **Purpose:**

The college's Publicity or Solicitation policy outlines the college's expectations for distributing materials and acts of unauthorized solicitation and seeking donations at Colby-Sawyer College.

## **Terms Defined:**

Non-Official Colby-Sawyer College Group (also known as Non-Official CSC group) is defined as a group or person(s) from the college community not formally recognized by Colby-Sawyer College.

Official Colby-Sawyer College Group (also known as Official CSC group) is defined as a group, office, club, organization, or person(s) from the college community that is formally recognized by Colby-Sawyer College.

Outside Business or Organization is defined a business or organization not recognized by the college as having membership of the college community.

Posting is considered to be any information tacked, tied, taped or stapled to any surface on campus (for one example but not limited to, bulletin board). The college welcomes and encourages members of the college community, as members of an official campus club or organization, to communicate information about events, concerns or other matters of general interest

Publicity is defined as any form of promotion or posting used to further the mission, vision, sponsored events/meetings or interests of a student(s) and/or student group/club at Colby-Sawyer College.

Solicitation is any activity intended to request, seek, or obtain money, goods, services, signatures, participation, or support from individuals or groups, whether for personal, commercial, political, or organizational purposes. This includes, but is not limited to, verbal requests, written materials, electronic communications, and in-person interactions conducted in public or private campus spaces.

## **General Statement:**

Individuals must use good judgment when posting information, images, or language on campus. Profane, vulgar, offensive, harassing, or derogatory content is not permitted. Postings must respect the diverse Colby-Sawyer College community and be appropriate for public viewing by audiences of all ages. Posting locations are intended for information that benefits the campus community and may not be used as personal message boards. Non-compliant materials may be removed at the discretion of professional or student staff without notice.

## **Policy:**

1. Only Official CSC group(s), club or organization can post publicity.
2. Non-official CSC group(s) may post publicity if officially sponsored by an Official CSC group, and any publicity must be approved by the Student Activities Office (SAO). For further information, see the Non-Official CSC Group and Outsider Business or Organization section of this policy.

3. All publicity must have the Official CSC group's office, club, organization, and/or person(s) title/name and contact information responsible for the posted publicity. This contact information is expected to be visible to the person(s) viewing the publicity.
4. Publicity not approved will be removed and discarded.
5. Publicity deemed to be offensive, harmful, harassing, etc. materials (i.e., references to alcohol, illegal drugs, pornography, etc. \*see above under General statement for a more complete list) will be immediately removed.
6. Nothing may be posted on the exterior of college-owned or leased buildings. This includes, but is not limited to, porches, doors, pillars, and windows. No materials may be affixed to either the interior or exterior surfaces of windows, regardless of whether they face into or out of the building. Temporary exceptions may be approved by a member of the Senior Leadership Team.
7. Any Non-Official or Official CSC College group wishing to solicit campus community members to raise funds must seek approval of the Advancement Office by emailing [giving@colby-sawyer.edu](mailto:giving@colby-sawyer.edu).
8. The method and language to be used for canvassing, solicitation or fundraising must be approved by the Advancement Office and Student Activities Office (SAO).
9. Canvassing or solicitation in the Residence Halls, in-person or via poster or any kind of print, is not permitted.

#### **Bulletin Boards:**

Approved posters and publicity may be posted on designated bulletin boards in the Ware Student Center, Hogan Sports Center, the Library, and Colgate Hall. All postings must comply with college posting policies and receive approval as required. Non-official Colby-Sawyer College group publicity is financially responsible for all materials used to create, print, and post content. Bulletin boards are managed as follows: the Ware Student Center by the Director of Student Activities; the Hogan Sports Center by the Director of Hogan Sports Center; the Library by the Library Director; and Colgate Hall by the President's Office. Postings may be removed at the discretion of the managing office if they do not comply with policy or space guidelines.

#### **Email Messages:**

With appropriate information and approval, Official CSC Groups can publicize via Colby-Sawyer College email. For instructions and expectations for such a request, the Official CSC Group must:

- Send email requests to: [announcements@colby-sawyer.edu](mailto:announcements@colby-sawyer.edu) ;
- Format emails to send with correct images and correctly spelled text.
- Only two emails will be sent per event (one in advance and one on event day).
- If multiple day events, you may have one message on each day highlighting the day event schedule.
- Provide contact information for each message.
- Provide who the intended recipients for this message(s) will be (i.e., all students/All faculty and staff/all CSC Community).
- Student Activities will only send emails on behalf of college-sponsored clubs or organizations considered members of an official CSC group. All other Official CSC Groups (other than student clubs or organizations) must receive approval from the respective

department/division/school supervisor(s). It is expected that the same standards outlined in this policy are followed. Designated people assigned to the respective department/division/school will send emails on the Official CSC Group's behalf.

- Non-Official CSC groups or Outside Businesses or Organizations cannot utilize the College's messaging system. Any Non-Official CSC Group, Outside Businesses, or Organizations must obtain sponsorship from an Official CSC Group. See this policy's Non-Official CSC Group, Business, or Organization section.

### **Foyer Tables:**

Official CSC Groups have the option to publicize via the use of Colby-Sawyer College foyer tables.

To make such a request, the Official CSC Group must:

- Reserve in advance through the Student Activities Office at extension X3741 or [activities@colby-sawyer.edu](mailto:activities@colby-sawyer.edu)
- A counter on wheels and chairs are available in the space. If additional table(s) are needed due to planned activities, request in advance with reservation. Do not use regular dining tables.
- Only one group/organization can reserve tables at a time. In the event of a conflict, the first reservation will use the foyer table. A request for additional table or use of Dining Hall space may be considered.
- Only Official CSC Groups can reserve tables.
- Reservations are limited to no more than three consecutive days. Special project requests may be considered.
- Tables should be left clean and unmarked. Use of craft supplies such as markers, scissors, glue or food and drink should have appropriate work-space support and cleaned-up after.
- Keep any music or other accompaniments at respectful levels and in a way that does not unduly disrupt others.
- Groups should remain behind tables and be approached by college/community members (no approaching people).
- An Official CSC Group must sponsor non-official CSC Groups, Businesses, and Organizations to publicize using foyer tables. Any sponsored Non-Official CSC Groups, Businesses, and Organizations are expected to follow the same policies outlined throughout this document.

### **Posters:**

- The Student Activities Office will print 15 posters (11x17 or 8x10) per college-recognized student club/organization event.
- Must contain the name and contact info of the college group/department.
- Posters are not allowed on doors.
- They may be posted on walls if you are using blue painter tape; however, this may vary from building to building. Please see Student Activities or your group/department if you need blue painter's tape.
- Do not cover up posters marketing current or upcoming events or programs.

### **Television Monitors in Ware Student Center:**

Send JPG or PNG files to [actviites@colby-sawyer.edu](mailto:actviites@colby-sawyer.edu).

- Include contact info in the image.
- No more than 5 days before a single event or 10 days for a multi-day event.
- Include the start/end date with the request.

### **Non-Official CSC Group, Outside Business or Organization:**

1. No Non-Official CSC Group, Business or Organization may advertise, distribute, canvass or sell products without direct sponsorship of an Official CSC Group.

#### **Direct sponsorship means:**

- The Official CSC Group has initiated contact with the Non-Official CSC Group or Outside Business or Organization;
  - The Official CSC Group has agreed to sponsor the Non-Official CSC Group, Business, or Organization on campus and agrees to submit a fundraising application to the Student Activities Office for approval under the sponsoring organization's name. In the case of a non-fundraising event, meet with the Director of Student Activities to discuss the event for consideration.
  - The Official CSC group will be accountable for the actions on the campus of the Non-Official CSC Group, Outside Businesses, or Organizations it sponsors.
2. Official CSC Groups may not invite commercial enterprises to sell their products on campus in return for a share in the profits from those sales.
  3. Any cost for materials used for Non-Official CSC Group, Outside Business, and Organization publicity is the burden of the Non-Official CSC Group, Outside Business, and Organization.
  4. All printed materials (posters, banners, flyers, etc.) bearing corporate logos or insignias must be approved in advance by the Student Activities Office. There is one exception to this: in instances of athletic-sponsored events. All material bearing logos or insignias must be approved by the Director of Athletics for all college-sponsored athletic events.
  5. All printed materials of an approved Non-Official CSC Group, Outside Organization, and Business must contain (visibly) the name and contact info of the Official CSC Group is sponsoring the organization.
  6. The Official CSC Group should remain behind the desk and be approached by college/community members (not approaching people).
  7. Canvassing or solicitation in the Residence Halls, in-person or via poster or any kind of print, is not permitted.