UWG PROCEDURE 5.5.1, Procedures for Affiliated Organizations
Authority: UWG POLICY 5.5 (Sales, Advertising, & Solicitation on Campus)

The Chief Business Officer, pursuant to the authority of UWG Policy 5.5, establishes the following procedures for compliance with the Sales and Solicitation Policy:

A. Definitions
1. **Advertising** – announcements or messages intended to persuade members of a target market or audience to purchase or use products, services, organizations, or ideas including First Amendment protected speech. All forms of advertising used on campus must be approved by the Chief Business Officer or his/her designee, to include:
   a. **Direct Advertising** – documented information that promotes a service or product (e.g. Post cards, newspapers, magazines, flyers, electronic distributions, etc.)
   b. **Indirect Advertising** – an unwritten methodology that promotes a service or product (e.g. distribution of product samples, human billboards, open-air preaching, etc.)
2. **Advisor** – faculty, staff, or alumni who are assigned to a student or a student organization for the purposes of mentoring and assisting the student or organization with requirements related to academic programs or university events.
3. **Affiliated Organization** – as defined by the Board of Regents Policy Manual, Policy 17.1; includes University of West Georgia Foundation, University of West Georgia Real Estate Foundation, and the University of West Georgia Athletic Foundation.
4. **Approved Contracts** – those contractual agreements that have been submitted through the designated University procurement or review processes and include all of the required signatures.
5. **Authorized Events** - activities that are approved by the appropriate University officials, and are characterized by the rental of university facilities or space and the congregation of students, faculty, staff, or guests for student services events, including, but not limited to University athletic or academic purposes. **NOTE:** Transactions conducted by Academic, Student, or University units for purposes directly related to academic or athletic instruction are not considered Auxiliary Services but would be considered Authorized Events, and therefore are not subject to these requirements. However, recurring transactions of a similar nature MUST be approved by the President or designee as required by Board of Regents Policy Section 8.2.15.1. Please refer to the Dean of the College or the Provost for any requirements related to such transactions.
6. **Auxiliary Services** – “an activity that exists to provide a service directly or indirectly to students, faculty or staff, and for which a fee is charged that is related to, but not necessarily equal to, the cost of the service” – includes housing, food services, stores, health services, transportation and parking, etc. See, Board of Regents Business Procedures Manual, Section 15, Introduction.
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7. **Business Activity** - includes any undertaking of an individual or group which encompasses the production, sale, and distribution of products or services. The sale and distribution of products and services includes any method of marketing through direct or indirect selling. This includes any promotional literature.

8. **Charitable Organization** – a non-profit, tax exempt organization that devotes all resources to philanthropic and social goals serving the public interest or common good; for students and student organizations, the Advisor will review the charitable organization's documentation to determine if it meets this definition for purposes of these Procedures; in all other situations, the Vice President of University Advancement or his/her designee will make the final decision as to whether an organization meets the definition for the purposes of these procedures.

9. **Chief Business Officer** – shall be used interchangeably with the Senior Vice President of Business and Finance unless the University has designated otherwise in its organizational chart.

10. **Commercial** – related to the buying or selling of goods and services for profit.

11. **Cooperative Organization** – for purposes of these procedures, see definition for “Affiliated Organization”.


13. **Electronic Mail Distribution List** - any list service or application that distributes electronic messages to UWG employees or students (using the “westga.edu” extension, including but not limited to, “All Faculty” and “All Staff”).

14. **Foundation** – for purposes of these procedures, see definition of “Affiliated Organization”. 

15. **Fundraising** – the solicitation or collection of contributions (cash or of other value).

16. **Newspapers/Magazines** – a publication issued at regular intervals, and commonly containing news, comment, features, and advertising; for the purposes of these procedures, UWG reserves the right to limit the placement or sale of publications that do not advance its educational mission.

17. **Non-Affiliated** – any individual, business, or organization that is not authorized by Board of Regents or University of West Georgia policies for purposes related to the mission of the University.

18. **Non-commercial written materials** – pamphlets, handbills, circulars, newspapers, magazines and other materials that support University events or are otherwise protected by the First Amendment.

19. **Raffles/Prize Drawings** – as defined by O.C.G.A. § 16.12.22.1, “any scheme or procedure whereby one or more prizes are distributed by chance among persons who have paid or promised consideration for a chance to win such prize. Such term shall also include door prizes which are awarded to persons attending meetings or activities provided that the cost of admission to such meetings or activities does not exceed the usual cost of similar activities where such prizes are not awarded”.

20. **Sales** – an exchange of mutual benefit among parties; for the purposes of these procedures, “Sales” means an exchange of money for goods or services.

21. **Solicitation** – the act of seeking an exchange of mutual benefit among parties; includes, but is not limited to, actions seeking attendance at venues, cash contributions, purchase of goods or services including First Amendment protected speech.
22. **Sponsorship** – the payment of costs or benefits in return for the right to conduct business.

23. **Student Conduct Code** – for the purposes of these procedures, the UWG Student Conduct Code as found under the Vice President for Student Affairs and Enrollment Management, and as carried out by the Dean of Students.

24. **University Unit** – For the purpose of this policy a University Unit includes academic departments, class-related events (e.g. practicum), staff organizations, and similarly organized University groups.

25. **UWG Campus** – for purposes of this Policy and Procedures, “UWG Campus” refers to all University of West Georgia facilities, grounds, equipment, instructional sites, centers, and real estate that are owned by, or under the control, of the University.

**B. SALES on Campus or at University Events (By Employees, University Units, or Affiliated Organizations)**

1. **Athletics**: For all intercollegiate and/or special athletic events held on campus, the Associate Vice President of Auxiliary Services decides on a case-by-case basis whether to authorize Athletics personnel, the West Georgia Athletics Foundation, a UWG recognized student organization or a nonprofit civic or charitable organization to sell food, beverages, and other goods. Any beverage sales through concessions must be of the same brand as the University’s contracted beverage provider. All concessions are managed through Auxiliary Services Executive Director for Campus Dining Office.

2. **Academic and Administrative Units**: Academic departments, student academic projects, or other units or programs of the University should coordinate with the Provost’s Office prior to conducting sales in conjunction with educational activities. All revenue and expenditures associated with the sponsorship of activities, the production of, and the sale of goods or services shall be accounted for through the Office of the Controller as State revenue.

3. **University Affiliated Organizations** - The University of West Georgia Affiliated Organizations may conduct sales on campus in which the revenue is for the benefit of the University’s mission. Permission to conduct sales activity must be approved by the Vice President of University Advancement and Chief Business Officer prior to the activity.

**Additional Requirements**

Auxiliary Services is the institutional unit authorized by the Board of Regents to conduct sales of goods and services on campus (i.e., textbooks, University merchandise, food services, printing, etc.). See, Board of Regents Business Procedures Manual, Section 15. Although most sales will be authorized through contractual arrangements with vendors, all other sales (including sales to benefit charitable organizations) must be submitted to and approved by the Associate Vice President of Auxiliary Services. The following sales may also require additional approvals:
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1. **Raffle Tickets for Cash Awards or Prizes:**
   - Raffle tickets for cash awards or prizes require the approval of the Carroll County Sheriff’s Office and the Advisor (for students or student organizations) or Vice President of University Advancement or his/her designee (for employees).

2. **“All Faculty,” “All Staff, “or other Electronic Mail Distribution Lists:**
   - Sales or solicitation through Electronic Mail Distribution Lists for personal goods or services that result in the exchange of money or cash donations is prohibited unless approved in advance by the Vice President of University Advancement or his/her designee in consultation with the Chief Business Officer.

**C. ADVERTISING on Campus**

Advertising for Authorized Events does not require approval from the office of Auxiliary Services, but materials should be reviewed by University Communications and Marketing for consistency with the University branding campaign. Advertising for non-Authorized Events is prohibited.

**D. SOLICITATION/SPONSORSHIP/FUNDRAISING on Campus or at University Events**

Each University Cooperative Organization (foundation) will establish fundraising policies for all fundraising for the internal use and benefit of the University in support of the University’s mission for donation events that may involve donations exceeding $250 in cash or item value. The foundation policies will be published and incorporated by reference herein. To the extent any conflict exists between these procedures and the foundations’ fundraising policies, these procedures will prevail. For all other events, the Vice President for University Advancement or his/her designee must approve campus-wide solicitation for charitable organizations, and he/she can establish the criteria that must be met in addition to any requirements found in these procedures.

**By Employees, University Units, or Affiliated Organizations:**

The University of West Georgia participates in the Georgia State Charitable Contributions Program, the Annual Fund Drive (A-Day) and a number of approved charitable events during the year. Faculty or staff seeking to solicit or raise funds on behalf of any other charitable organization while on the UWG Campus must follow any guidelines established by the University Office of Development. Participation by employees must be on a voluntary basis. Fundraising by the University’s Affiliated Organizations is addressed by policies adopted by the respective organization.

1. The following units of the University are permitted to solicit corporate sponsorships:
   (i) Intercollegiate Athletics or the Athletic Foundation
   (ii) University of West Georgia Foundation or other Affiliated Organizations
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(iii) Academic Affairs, Business and Finance, Student Affairs (SAEM), University Advancement

2. Solicitation for corporate sponsorships shall be in consultation with the Senior Vice President for Business and Finance, Vice President for University Advancement, and where appropriate, the Vice President of Academic Affairs and the Vice President for Student Affairs. Corporate Sponsorships requiring either party to enter into a contractual arrangement must be reviewed and approved by the Vice President for Business and Finance, or his designee and the University legal advisor, prior to acceptance.

E. Additional Guidelines Published by University Units

Any unit of the University may publish guidelines that address these issues as it applies specifically to its Unit. In the event any Unit specific guideline conflicts with the UWG Policy or its associated procedures, the latter will control.

Issued by the Chief Business Officer, the 23rd day of June, 2016.

Signature, Chief Business Officer

Reviewed by President:

Previous version dated: N/A