UWG PROCEDURE 5.5.3, Procedures for UWG Students
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, Advertising, 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.
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.
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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 these procedures, 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 Students and Student Organizations)**

Students participating in a practicum or class related event will follow these procedures for Academic Units:

1. Students and student organizations may raise funds for a Charitable Organization with a valid tax exemption letter from the U.S. Internal Revenue System or for the use of an academic department or a registered student organization. **Co-sponsorship with a non-affiliated University organization of any form, or at any level, is strictly prohibited.**

2. Sales by students or a student organization that receive Student Activity Fee Budget Allocation (SAFBA) funding must be conducted **entirely** through a recognized student organization, utilizing that organization’s student account for any collection of funds. Funds raised must be deposited to and accounted for through the student organization’s University revenue account. Student organizations that are not SAFBA funded may possess an external bank account provided it does not reference the University of West Georgia name or derivative thereof.

3. Student organizations must contact the Department of Auxiliary Services to request authorization for a sale, and must submit a completed Fundraiser Approval Form prior to the initiation of any sales or set up on campus.

4. The University’s exclusive food service provider must approve food sales, other than bake sale type items.

5. Student organizations are required to adhere to any additional Department of Auxiliary Services requirements regarding sales and fundraising.

6. The **West Georgian** is expressly allowed to sell advertising space within any guidelines established for that student run organization.

**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 Assistant Vice President of Auxiliary Services. The following sales may also require additional approvals:

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 is only allowed for Authorized Events, and must follow these procedures:

1. Any commercial business advertising by or through students on the campus of the University of West Georgia must be coordinated and approved through the office of Auxiliary Services.
2. Non-commercial written materials, including petitions for signature, may be distributed on a person-to-person basis in open areas: which are, the Quad and outside the University Community Center, Library, and Food Service Building. It may also be distributed at least 20 feet from outside of buildings provided the distribution does not block access to university buildings or disrupt classes or educational activities. Any written material that is not distributed or is discarded in the visual area of the person(s) distributing the material shall be removed by the person(s) distributing the materials upon departure from the area. University Police, the Risk Manager, the Associate Vice President of Auxiliary Services, or the President reserve the right to move or stop the distribution based upon issues of significant safety concerns, which may include threats of violence or significant impediment to traffic. For safety purposes, the University highly recommends that the persons distributing materials seek advice from Risk Management and the University Police prior to distributing materials.
3. The location of advertising must be approved by the AVP of Auxiliary Services.
4. No drop (bulk) delivery or unattended distribution is allowed.
5. Any distribution of advertising or non-commercial written materials that fail to meet these requirements could result in a student Conduct Code violation or referral to the University Police for violation of Georgia’s Criminal Code regarding posting of materials without consent.
D. SOLICITATION/SPONSORSHIP/FUNDRAISING on Campus or at University Events (By Students and Student Organizations)

Solicitations for cash contributions by students through sales activities are permitted as set forth in the Sales Section (Section B) above. Fundraising events on campus that do not involve the sales of goods or services may be permitted in limited circumstances as approved by the Advisor, Provost or the University of West Georgia's Cooperative Organizations.

Sponsorships for student activities (e.g., Intramurals, SGA, registered student organizations, etc.), may include long- or short-term print opportunities, signage, game and event promotions, and apparel advertising.

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 23\textsuperscript{rd} day of June, 2016.

Signature, Chief Business Officer

Reviewed by President:

Previous version dated: N/A