

Union College Use of Facilities by External Groups, Distribution of Published Materials, and Solicitation Policy

Objectives

The two main objectives of this document are to establish I) guidelines for the use of Union College facilities and grounds by external groups and II) regulations governing solicitation and distribution of goods, services and products by off-campus individuals or organizations.

I. Use of Facilities By External Groups

A. Guidelines For Scheduling External Events

As a private institution of higher education, Union College seeks to balance its mission of education with its commitment to cultural, social and economic development of the local community of which it is a part. The facilities of Union College exist primarily for the purpose of education and are used by its faculty, staff and students. However, when convenient and on a case by case basis, Union College will make its facilities available to groups and organizations outside the College whose event is consistent with the College's mission.

The use of Union College facilities or grounds for political campaign purposes is prohibited. Political candidates (incumbents, new office seekers, members of their staff, or campaign representatives) are not permitted to reserve facilities or grounds for political campaign events. However, faculty, staff, or student clubs or organizations may sponsor political activities (forums, debates, etc.) in accordance with all applicable Union College policies.

The College maintains the right to determine which events are appropriate to be held on the campus.

Events shall in no way violate the purposes, property, policies or regulations of Union College or New York State. All organizations are expected to follow the rules and regulations governing the particular facility or grounds being used.

Attendance may not be restricted in ways referred to in Union College's statement on non-discrimination.

B. Definition of External Events

- 1. College Co-Sponsored Event** is a program, conference, seminar or meeting sponsored by an academic department or administrative office *and* an external organization such as a professional association in which the College holds membership or maintains a relationship that benefits the College community. Examples of these events are NCUR; and SAE International Walking Machine Competition. *These events may be scheduled one year in advance during the fall, winter, or spring academic term.*

There are facilities rental fees charged for these events if event charges registration fees to attendees. The sponsoring department or administrative office will be responsible for all direct costs related to the event. A Facilities and Services Agreement must be issued to the outside organization.

If the external organization plans, registers, and coordinates the majority of the event, the event no longer qualifies as a College Co-Sponsored Event per IRS regulations and NYS tax laws. The College may, at any time, reclassify the event as an External Event. See below for External Event requirements or contact the Office of Special Events and Conferences at (518) 388-6085.

2. **External Events** are those programs and activities organized by any business or community group not included in the organizational structure of the College. Examples include wedding ceremonies; summer academic youth programs; and business or professional group meetings.

Facilities rental fees as well as housing fees (if program is residential) are charged to these events. In addition, all direct costs are assumed by outside organization. A Facilities and Services Agreement will be issued to the outside organization. In order to minimize liability risks, the College will require the outside organization to issue the College a Certificate of Insurance as outlined in the terms of the contract.

External events cannot be scheduled during the fall, winter or spring academic term unless located in College Park Hall. The outside organization is responsible for the actions of its participants.

3. **Town/Gown programs** non-profit organizations whose intent is to raise money for targeted, local charities such as the Eddy Meet and the St. Anthony's Fiesta are an integral part of the relationship between the College and community. Specific policies apply in order to define a group as a Town/Gown programs. *Contact the Office of Special Events and Conferences for more details.*

Facilities rental fees will be charged. All direct costs are assumed by outside organization. A Facilities and Services Agreement will be issued to the outside organization. In order to minimize liability risks, the College will require the outside organization to issue the College a Certificate of Insurance as outlined in the terms of the contract. The outside organization is responsible for the actions of its participants

C. Responsibilities of the Office of Special Events and Conferences

It is the responsibility of the Office of Special Events and Conferences to determine whether events for which facilities are requested are College Co-Sponsored, External, or Town/Gown programs.

The Office of Special Events and Conferences will act as liaison between external organizations and the College by:

1. Arranging all support and auxiliary services
2. Scheduling room reservations
3. Contracting with area hotels for room blocks
4. Issuing contracts and verifying insurance certificates
5. Assisting external organizations with overall coordination of the event

II. Policies Governing Advertising, Distribution of Published Materials and Solicitation by External Organizations

Advertising, distribution and solicitation are similar in that all promote a product, service or event. Policies governing advertising, the distribution of published materials and solicitation at Union College are appropriate in order to guarantee that these activities serve the students, faculty, and staff as well as the external organization. Further, the following policies have been designed to establish standards that ensure the general appearance and condition of the College's facilities and environment are maintained at an appropriate, safe level.

A. ADVERTISING

Union College recognizes the importance of campus advertising of sanctioned events and activities in fostering an active and involved College community. At the same time, the College recognizes that an attractive and well maintained physical campus environment is essential to the overall advancement of the College. Therefore, it is necessary that printed posters, signs, notices, and other materials disseminated on campus be posted in a manner that does not detract from the physical appearance of the campus or result in damage to building surfaces. Uses of scotch tape or thumb tacks on walls are examples of posting methods that would damage a building.

Use of designated bulletin boards, as indicated later in this policy, is appropriate.

It is also important that electronic advertising not adversely affect the technological infrastructure of the College. Use of the mainframe computer, web pages, or electronic mail resources for paid consulting, for business purposes, or for political gain is prohibited. Electronic "mass mailings" or the sending of large files through the College's network is not permitted. See the Union College Acceptable Use Policy and WWW Policy located at <http://www.union.edu/ITS/policies.htm> for more information.

Use of Campus Mail service is restricted to official College business by departments, offices, and recognized student organizations.

The College reserves the right to prohibit or remove advertising and distribution from campus which violates this policy, is obscene, defamatory, consists of fighting words, threats of physical harm, incites imminent lawless action, vulgar to the extent not entitled to protection as expression, or promotes illegal use of alcohol or drugs. Advertising (and publicity) shall be defined as any method or device for disseminating commercial informational/promotional materials on the campus of Union College. The College retains the exclusive right for promotion of College activities through advertisement and endorsement by commercial enterprises and products. Advertisement on campus or in

College publications and activity programs does not imply official endorsement by Union College.

Non-College businesses, agencies, and individuals may advertise their products or events on campus through paid advertisements in the student newspaper *Concordiensis*, athletics or concert brochures, or similar publications. Such publications have established policies for advertising standards, and inquiries should be made directly with personnel responsible for those publications.

1. **Bulletin Boards** Designated bulletin boards are the primary means for displaying printed material on campus. Bulletin boards in College buildings are intended for notices and other materials related to the programs and goals of the College. With the exception of the Reamer Campus Center, commercial advertisements and publicity may not be displayed on bulletin boards. Only College departments and recognized student, faculty and staff organizations are authorized to post materials on bulletin boards in College buildings other than the Reamer Campus Center. General procedures and parameters for bulletin board posting include the following:
 - Posted materials are usually limited to a maximum size of eleven (11) inches by seventeen (17) inches (exceptions to this limitation must be specifically requested), and must include the name of the responsible organization and a visible expiration date.
 - Posting of materials in locations other than designated bulletin boards is not permissible, with the exception of student elections and Red Events (major institutional events). During student elections, ReUnion activities, Homecoming activities, and other Red Events posting may include posters on stakes, easels and banners in designated locations. Violations for improperly posting materials will subject the sponsoring organization, individual, or department to the costs of removal, repair of damages (if any), and/or disciplinary action.
 - Outdated materials must be removed by the sponsoring organization. Sponsoring organizations that fail to remove their outdated items may be denied use of those bulletin boards in the future. Academic departments and administrative offices have the right to remove outdated material without contacting the sponsoring organization.
 - Individuals or organizations not affiliated with the College must bring posting materials to the Office of Special Events and Conferences.
 - Posting of materials in residence halls must be coordinated by Residence Life.

Items posted in violation of this policy will be removed, and the sponsoring organization may be subject to disciplinary action and/or a monetary fine.

2. **Banners and Sandwich Boards** Events sponsored by a recognized College organization may be advertised with banners in advance of the event at the Reamer Campus Center or other designated areas according to the terms of this provision. The posting of banners must be consistent with the general policy that posting on campus be done in a manner that does not detract from the physical appearance of the campus or result in damage to building

surfaces. Banner locations will be reserved on a first-come/first-served basis, according to the procedures set forth in this policy and will be reserved through the Office of Special Events and Conferences.

Signage should be according to size parameters of the building, but shall be no larger than approximately three (3) feet by sixteen (16) feet, and attached to the fixtures provided at that location. All such signage will be affixed in a manner that does not limit the usefulness of the building, and must be attached in a manner that does not risk falling or other injury or other inconvenience to users of the building. Banners must be installed by Facilities Services with at least two (2) working days notice prior to the scheduled posting.

Such signage is generally limited to a maximum of one (1) week and must be maintained throughout the period. The one-week limit may be extended up to an additional two (2) weeks, if other requests have not been received.

Events sponsored by a department may be advertised by use of a standard-sized sandwich board, either outside the main entrance or inside the lobby of the building, subject to the approval of the Office of Special Events and Conferences. Such advertising shall extend for a period of no longer than two (2) weeks. Additionally, banners advertising similar kinds of events, subject to the approval of the Director, may be displayed inside the facility, on fixtures installed or provided by the Office of Special Events and Conferences. Interior banners may be hung longer than two (2) weeks, if approved by the Dean of Students. Such banners may be no larger than four (4) feet by fourteen (14) feet, and shall not obstruct traffic, create a hazard, or detract from the physical appearance of the facility.

Use of banners during an event sponsored by a department or recognized student organization is permitted in locations other than the Reamer Campus Center as long as approved by the College department(s) responsible both for the venue where the event is taking place and for the venue where the banners are displayed. Such banners must have as the focus the name of the event or the recognized department/student organization sponsoring the event.

All such signage must be approved in advance by the Office of Special Events and must be consistent with the College's rules and policies, including this policy. Due to the role of the College Bookstore to promote and make available retail goods and services for the campus community, product-related banners and standard-sized sandwich boards are permitted. Such exterior advertising methods are limited to the front entrance of the bookstore, and outside patio area of the Reamer Campus Center, and in the Atrium directly adjacent to the bookstore.

For student organization sponsored events, standard-sized sandwich boards to promote campus-wide events will be limited to large recognized events/functions such as student elections and Springfest, and must be approved in advance by the Director of Student Activities. Such large event

sandwich boards will be located at approved locations outside of the Reamer Campus Center or Old Chapel entrances.

Paid advertising to support the intercollegiate athletics program may be extended for longer than two (2) weeks, but must be re-approved at least annually by the Vice President for Academic Affairs. Game day banners will be permitted inside athletics facilities.

It is the responsibility of the requesting department to maintain the advertising in a fashion that does not obstruct traffic, create a hazard, or detract from the physical appearance of the campus.

3. **Advertising College-Wide Events** Advertising the following College-wide events is authorized:
 - a. Student Elections and Homecoming Activities: Specific campaign parameters, as related to advertising, distribution, and solicitation will be established during elections by Student Activities and the Homecoming Committee; in consultation with and approval of the Director of Facilities Services and the Director of Student Activities. While campaign banners will be permitted, they will be limited to the Reamer Campus Center.
 - b. Fall Semester Opening of Classes: College residence halls will be permitted exterior signage for a two-week period at the beginning of the Fall semester identified by the Dean of Residence Life. Signage will be limited to banners no larger than six (6) feet by twenty (20) feet. Such signage must be scheduled with the Facilities Services. Interior banners in residence halls may be permitted throughout the school year with the approval of the RA and consistent with house mission or activities.
 - c. Banners related to College-wide events as defined in the Signage Policy administered by Facilities Services may be permitted on light poles on the periphery of the campus, according to the provisions of that policy.
 - d. Advertising of other College-wide/sponsored events may be permitted with the approval of the Office of Special Events and Conferences and must be limited to College-wide initiatives, and directly related to the College mission and/or major themes.

B. DISTRIBUTION OF PUBLISHED MATERIALS

In order to provide an atmosphere in which open communication can occur without disrupting the academic functions or daily operations of the College, the following procedures are established to govern the distribution of published materials, handbills, posters, petitions for signature, etc., on campus:

1. All members of the College community defined as faculty, staff, and students may distribute written materials on campus with the understanding that they accept responsibility for those materials. The materials should be labeled to indicate sponsorship and are to be distributed in accordance with this policy.
2. Distribution of written materials by members of the College community will be limited to the exterior/outside of buildings, unless a table in the Reamer Campus Center atrium has been reserved through Central Scheduling.

3. Distribution of written materials at athletic and other College-sponsored activities will be restricted to the outside entrance areas of the event's location. Normal vehicular and/or pedestrian traffic must not be disrupted.
4. Individuals who are not members of the College community are prohibited from distributing materials on College property. Commercial sales activities held on-campus by non-College members that may include written materials are referenced later in this document under solicitation.
5. Distribution of advertising or other published materials not sponsored by a member of the College community may be left for voluntary pick-up in designated locations in the Reamer Campus Center.
6. Distribution of published material by means of placing the material under vehicle windshield wiper blades is prohibited.

When the manner or place of distribution of written or electronic materials constitutes a violation of this policy or a disruption of normal College activities, a College official will request the distributors to discontinue distributions or alter procedures so as to comply with this policy. If the distributors refuse to comply with this policy, the College official shall advise them that they may face disciplinary or other appropriate action.

C. SOLICITATION

As used in this document, solicitation means the attempted sale, lease, rental, or offer for sale, lease, or rental of any property, product, merchandise, publication, or service, whether for immediate or future delivery; the oral, written, or electronic appeal or request to support or join an organization other than a registered student, faculty, or staff organization; the receipt of, or request for, any gift or contribution; or the distribution of information in support of these activities.

Union College prohibits the advertising, marketing, or merchandising of credit cards on the College campus to students, except pursuant to an official Union College credit card marketing policy.

Only registered student organizations, College organizations, and College departments may solicit on campus. All sales persons or agents for any product or proposition or cause whatsoever are prohibited from soliciting members of the faculty, staff, or the student body in any building or on any part of the campus of Union College, or by any electronic means, except as provided herein. Door-to-door solicitation in College residence halls, academic, or administrative buildings is strictly prohibited. Space for sales and solicitation must be contracted through the Union College Bookstore. Unless otherwise noted in this document, such activities are facilitated in designated locations in, or directly outside of, the Reamer Campus Center. Questions regarding this policy should be directed to the Bookstore Manager. Events otherwise approved according to the College's policies that commonly sell merchandise, such as authorized fundraising activities, and camps/conferences may be permitted to do so if approved according to the Facilities and Services Agreement.

1. **College Organizations** Registered student organizations, College organizations, and College departments who want to conduct solicitation activities on campus must comply with the procedures outlined in this document. Approval for registered student organizations, College

organizations, or College departments to conduct solicitation activities can be given so long as they:

- Do not violate or conflict with College policies or local, state, or federal law;
- Do not conflict with the educational purposes of the College;
- Do not negatively impact other College development activities;
- Do not infringe upon the College's trademark or other intellectual property rights;
- Do not disrupt traffic, either vehicular or pedestrian;
- Do not result in a breach of College contracts or compete with College or College-contracted operations;
- Do not jeopardize public or individual safety;
- Are approved in advance by the Director of Dining Services if food products are under consideration;
- Are facilitated in an approved, designated location; door-to-door solicitation in College residence halls, academic, or administrative buildings is strictly prohibited;
- Are conducted by members of the sponsoring organization;
- Are conducted as a fundraiser and not a commercial activity;
- Are covered by such insurance as may be deemed necessary;
- Are related to official College business if facilitated through telephone or electronic communication systems; other solicitations through the College telephone or computer/electronic systems are prohibited;
- Are through paid United States Postal Service and delivered to the College, if by mail; or as permitted by the campus mail system.

Student organization fundraising activities that are specific to academic major/ function may be facilitated in academic areas so long as approval is received from the Vice President of Academic Affairs. Special fundraising activities by recognized non-academic student organizations may be held in non-academic common areas where the activities of that organization regularly occur, if approved by the Office of Special Events and Conferences.

2. **Non-College Organizations** The College allows some limited access to campus by non-College organizations for the purpose of commercial sales. Normally, these commercial sales will be directly related to the living/learning experience of students. The College retains the exclusive right to determine the appropriateness of the commercial sales activity or product. Commercial sales will be conducted at a designated sales location in the Reamer Campus Center according to the procedures described herein. There will be a charge for allowing the commercial sales to take place. The College retains the exclusive right to determine the charge assessed for commercial sales. The College has delegated to the Bookstore Manager the authority to approve commercial sales, designate the sales location, and determine the appropriate charge.

It is understood that the College provides goods and services to the campus community. Commercial sales activities by non-College organizations that substantially compete with College managed, owned or operated services, or

which are prohibited by contract, will not be permitted. The Office of Special Events and Conferences or designee, will review requests for use of space on campus and determine whether the requested activity is in direct and substantial competition with existing campus entities.

3. **Charitable Organizations** Many agencies would like to solicit contributions from the faculty, staff, and students. The ability to allow charitable organizations to solicit on campus is extremely limited as a result of the demands on College facilities for educational purposes. The College acknowledges the appropriateness of solicitations, such as the support of the annual solicitation by the United Way and the frequent blood drives on campus. At the same time, the College retains the exclusive right to determine the appropriateness of allowing a charitable solicitation on a case-by-case basis. On-campus solicitation of students by representatives of charitable organizations may be considered, as facilities are available, provided the following criteria are met:

- The charitable organization is duly recognized and appropriately affiliated;
- It is a bona fide charity;
- Contributions are entirely voluntary and “quotas” or similar “measures of giving” are not imposed;
- Approval is secured from the Office of Special Events and Conferences;
- Arrangements for the event are completed no less than thirty (30) days in advance of the event;
- The charitable solicitation complies with the regulations and procedures listed herein.

4. **Non-College Organizations sponsored by College Organizations** Involvement of non-College organizations in solicitation activities on campus by a registered student organization, College organization, or College department must receive prior approval from the Office of Special Events and Conferences. In all cases, solicitation activities must be conducted at designated sales location according to the procedure described herein. Sponsorship of non-College activities or events by a registered student organization requires the approval of the faculty advisor and the Director of Student Activities to enable advertisement and promotion of the event or activity on campus. Such approval will be contingent upon the participation by members of the sponsoring organization in the planning, promotion, scheduling, and production of the event or activity. Registered student organizations or College departments who sponsor a non-College organization must contact the Office of Special Events and Conferences to initiate a Facilities and Services Agreement with the vendor. The Office of Special Events and Conferences will coordinate the event or activity.

Events or activities of non-College organizations sponsored by student or College organizations under this policy will be located in the Reamer Campus Center as approved by the Office of Special Events. Sales incidental to non-College organizations sponsored by student or College organizations under

this policy require the approval of the Director to ensure the participation of the sponsoring organization as required by this policy. Activities which provide only nominal benefit to the sponsoring organization as opposed to the non-College organization will not be permitted. No-compete parameters referenced in the beginning section C, are applicable to solicitation activities of Non-College organizations sponsored by College organizations.

Employee recruitment visits by non-College organizations are encouraged to occur on campus provided the request from potential employers is facilitated by the Career Development Center. The date for scheduled visits by potential employers will appear in the On-Campus Calendar located at events.union.edu/wv3_oc.