

1.0 POLICY STATEMENT

- 1.1 MacEwan University (“the University”) shall ensure that all externally produced advertising and promotion carried out on campus and other areas subject to the University’s control are consistent with the mission, values, and philosophy of the institution.

2.0 PURPOSE

- 2.1 The purpose of this policy is to provide guidelines for centrally regulating and monitoring the placement of advertisement and publications produced by external organizations on University campuses.

3.0 APPLICABILITY

- 3.1 This policy extends to all externally produced advertising and promotion placed in University common spaces or other such areas subject to the University’s control including displays, print publications, and advertising for informational, public service or commercial purposes. This policy sets limits as to what may be posted or distributed for these purposes, and where and how items may be posted or distributed.

4.0 DEFINITIONS

Advertising

Media located in University common spaces including posters and poster boards, Publications, and electronic monitors.

Executive Officer

The President, Vice Presidents, and equivalent positions.

Members of the MacEwan Community

Those persons involved in conducting University affairs or using University property (all students, employees, contractors, and all visitors while they are on MacEwan property or are using MacEwan property).

Officer

The president, vice presidents and equivalent positions, deans, directors and equivalent positions.

Publications

Newspapers, magazines and other printed materials, and associated distribution racks produced and provided by external organizations and placed in University common spaces.

5.0 POLICY ELEMENTS

5.1 Rationale and Guiding Principles

- 5.1.1 All externally produced Advertising and Publications placed in areas within the control of the University will be based on the following principles:

- 5.1.1.1 Activities will be carried out in a manner that meets generally accepted community standards.

- 5.1.1.2 Only organizations that, in the opinion of the University, have a good reputation and produce credible products will be permitted to place Advertising and Publications on University controlled facilities or areas.
- 5.1.1.3 Advertising and Publications shall neither conflict with nor detract from the mission, values, philosophy, goals, academic or administrative processes of the University or any University Foundation project.
- 5.1.2 The University recognizes the revenue potential of Advertising and placement of Publications on campus and other areas subject to the University's control.
- 5.1.3 Freedom of expression, balanced with a respect for the rights of others and the environment, are central to the mission of a university. This policy aims to facilitate communication to Members of the MacEwan Community in accordance with this basic tenet.

5.2 Regulations

- 5.2.1 The Executive Officer responsible for Finance and Administration is accountable for executive oversight of this policy and associated matters.
- 5.2.2 The Officer responsible for Campus Services is responsible for the implementation of this policy and for developing operational policies and procedures to support this policy.
- 5.2.3 The Officer responsible for Campus Services and/or delegated staff member(s) will:
 - 5.2.3.1 Ensure that Advertising and Publications placed at the University by external organizations conform to the following regulations:
 - 5.2.3.1.1 Advertising and Publications shall neither conflict with nor detract from the mission, values, philosophy, goals, academic or administrative processes of the University or any University Foundation project.
 - 5.2.3.1.2 Priority will be given to organizations promoting products that enhance the quality of life of MacEwan University and its students.
 - 5.2.3.1.3 Where appropriate, affected University departments will be consulted prior to approval.
 - 5.2.3.1.4 Any advertising, publication or solicitation shall be subject to all appropriate University policies or existing contractual obligations, particularly those related to purchasing and approval of contracts. Any exclusivity clauses within negotiated contracts with advertisers shall be shared with the Executive Officer responsible for Finance and Administration or designate. Content of advertising shall not be in contradiction to existing exclusivity agreements.

5.2.3.1.5 All proposals for placement of externally produced advertising, publication placement or solicitation shall be subjected to a cost-benefit analysis identifying all capital costs, potential revenues, ongoing operating costs and surplus revenues. This analysis shall outline options to the purchase of equipment, ongoing management of the service and corresponding surplus revenue opportunities.

5.2.4 The University shall regularly review any agreements or contracts related to Advertising and Publication placement on campus.

5.2.5 Responsibility for compliance with MacEwan policies and procedures extends to all Members of the MacEwan Community. Non-compliance may create risk for MacEwan and will be addressed accordingly.

6.0 ASSOCIATED PROCEDURES

7.0 RELATED POLICIES, FORMS, AND OTHER DOCUMENTS

- This policy supersedes and retires E7010, Signage, Displays, Advertising and Solicitation.

8.0 ACCOUNTABILITY

Policy Sponsor

VP, Finance and Administration

Responsible Office

Campus Services

9.0 HISTORY

Relevant Dates

Approved: **01.23.2022**

Effective: **01.23.2022**

Next Review: **01.2027**

Modification History

83.01.20:	Policy E7010 Signage, Displays, Advertising approved 83.01.20 by Board Motion 13-7-82/83.
88.12.20:	Revised policy approved by the Executive Officers' Committee 88.12.20.
93.04.15:	Approved by Board Motion 14-09-92/93 including amending the name from Solicitation and Fund Raising to Signage, Display, Advertising and Solicitation.
2003.02.01:	Format updated.
2009.10.08	Terminology updated to reflect name change to Grant MacEwan University. Approved by Board motion 01-10-8-2009/10.

2010.09.09	Revised and updated by Board Motion 01-9-9-2010/11. Replaced and retires E7010 Contracts, Suites, Advertising and Solicitation.
2022.01.23:	Comprehensively reviewed resulting in minor revisions including amending the name from Advertising, Solicitation and Promotion by External Groups. Approved by Policy Sponsors on January 11 and January 23, 2022.