

## Policies and Regulations

### NEPN Code: KHBA-R/STI

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#### School/Community/Home Relations

#### Commercial Activities

##### Definitions

1. *Advertisement*: Any payment of money or other economic benefit to Southeast Technical College requires visual, audio, or video placement of a name, slogan, or product message on STC property, publication, or broadcast.
2. *Sponsorship*: Any payment of money or other economic benefit to STC in exchange for recognition.
3. *Exclusive Rights Contracts*: Any payment of a premium or provision of some economic benefit to STC for the right to be sole provider of a service or product.
4. *Purchase of Goods and Services*: Purchase of services or goods by STC for a product or service required by STC.

##### Advertisements

No advertisement, as defined by this policy, shall be allowed unless it fits one or more of the following categories and is approved by the President or designee.

1. Paid advertisements in STC publications.
2. Instructional aids furnished by private sources when the advertising is reasonable, non-intrusive, and not inherent to the content.
3. Signs on STC campus that meet city sign code requirements.
4. Advertising at STC events.
5. Student incentives that benefit learning and achievement.
6. The display of advertisers on such items as vending machines, electronic message boards, etc. that have been placed in the school for the use of students, staff, and the public.
7. Incidental advertisements that appear when students are using various Internet services.

### **Sponsorships**

STC encourages staff and faculty to seek sponsorships to help support STC programs, services and organizations.

Sponsors may be acknowledged in STC publications or broadcasts and on the campus.. The acknowledgement will be an expression of appreciation rather than an advertisement and should not minimize or take away from STC's role or responsibility for the activity or service.

### **Exclusive Rights Contracts**

The School Board may from time to time consider the approval of an exclusive rights contract if it will result in substantial benefit to STC and STC students, and is not inconsistent with STC's mission, policies, and goals. The School Board's consideration of such benefit may include, but is not limited to, the impact on students as well as the amount of funds that will be generated, how the funds will be used, and what alternative sources of funding are available.

All such contracts must be issued in conformance with procedures established by law and School Board policy. The contracts must include an end date and indicate whether or not the contract may be renewed. No site will be required to be a party to an exclusive rights contract unless it has agreed in advance or unless the School Board determines that there is an overriding interest by STC to participate.

Exclusive rights contracts shall not include provisions that would allow marketing activities, including advertising, to take place on STC property, except that vending machines may display product names.

Prior to approving an exclusive rights contract, the School Board shall, after conducting a public hearing, determine whether the substantial benefit of the contract justifies the required advertising, sale of products, or other contract provision.

### **Purchase of Goods and Services**

From time to time STC may contract for goods and services where the display of product names is necessary. Such arrangements shall be issued in conformance with purchasing procedures established by law and School Board policy, and be necessary to the economical use of the good or service, and shall not include provisions that would allow marketing activities, including advertising, to take place in STC facilities other than where the product is being utilized.

### **Student Support**

Commercial activities that support the education, personal needs, and workforce opportunities of STC students may be approved by the President or designee. These activities should have no impact on instructional time. Participation by students in these activities should be voluntary.

### **STC Business Partnerships**

As part of its mission, STC provides resources for the economic growth of the community. The President or designee may partner with area businesses and organizations to allow the use of facilities and resources for commercial activities only as they relate to the development of students, faculty and staff, and /or meet STC's mission of providing quality accredited programs, customized training, continuing and adult education opportunities, professional growth, and life-long learning opportunities for the community.

**Prohibited Commercial Activities**

The above policy notwithstanding, no commercial activity shall be associated with any organization whose primary source of revenue is the sale of products or services not legal for purchase by minors; contain vulgar and plainly offensive, obscene, or sexually explicit language; advocate the violation of law or STC policy; advance any religious or political organization; promote, favor, or oppose a candidate for elected office or a ballot measure; be associated with any company or individual whose actions are inconsistent with STC's mission and goals; or otherwise be in violation of the law.

STC shall provide no personally identifiable data about a student to the sponsor of a commercial activity without the consent of the student (or parent if student is a minor), unless the information is directory information as defined by the Family Rights and Privacy Act. Likewise, no student, in order to participate in an STC program or STC activity, shall be required to provide personally identifiable data to the sponsor of a commercial activity, unless the information is directory information as defined by the Family Rights and Privacy Act.

Neither staff nor students shall be required to complete any survey or questionnaire that is designed to provide marketing information to a vendor or business about their interests and preferences for a particular vendor, business, or product.

No employee shall use the school name or their employment to endorse individual entities, business concerns or particular products unless approved by the President.

For onsite STC professional development conferences, sponsors may be permitted to operate an exhibitor booth if approved by the President or designee prior to the event. Onsite vendor sales will be allowed only for related educational materials.

Any commercial activity allowed by this policy shall be respectful of all people without regard to their disability, race, color, gender, national origin, ethnicity, sexual orientation, age, religion, marital status, socioeconomic status, cultural background, familial status, physical characteristics, or linguistic characteristics.

Regulation		Board Action
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