



<b>Policy Title:</b>	<b>Solicitation and Promotion</b>
<b>Policy Number:</b>	UNIV-495
<b>Revision Date:</b>	May 2024
<b>Policies Superseded:</b>	UNIV-477, in part
<b>Policy Management Area(s):</b>	Student Affairs University Marketing and Communication Scheduling and Space Management

**SUMMARY:**

This policy governs solicitation activities on University property, in the name of the University, and/or including the University’s registered trademarks or phrases. It has been established to promote and maintain a productive, non-coercive educational and work environment and to protect the University brand. Solicitation on University property or in the name of the University is subject to prior authorization and must be conducted in accordance with established time, place, and manner restrictions.

**I. DEFINITIONS**

- A. Authorized Official – a University official authorized to approve specific solicitation activities
- B. External Entity - any non-University organization, business, nonprofit, or individual
- C. Private Enterprise - business or industry that is managed by independent companies or private individuals rather than by the state.
- D. Promotion – any activity engaged in to generate interest or participation in an event, organization, initiative, or program.
- E. Solicitation – any effort or attempt to seek orders, purchases, investments, subscriptions, political or charitable contributions, or any other kind of financial support. This includes the distribution of literature, samples, or other printed material for the purpose of advertising products, services, or other commercial enterprises.
- F. Time, place, and manner – limits or restrictions on the time, place, and/or manner of a Demonstration, Expressive Activity, or the like, that, in the context of public or

designated public forums, are content- and viewpoint-neutral, further a significant government interest by narrowly-tailored means while leaving open alternative channels of communication.

## II. POLICY

### A. Solicitation

The University reserves the right to limit or prohibit solicitation conducted on University property and/or in the name of the University in order to promote a productive, non-coercive educational and work environment and to protect the University brand. This policy does not prohibit normal business contacts by vendors actively engaged in business with the University in compliance with other University policies, provided such contact is made with the consent of University officials.

#### 1. Solicitation by External Entities

- a. On-campus solicitations by External Entities must be approved in advance by an Authorized Official. A list of Authorized Officials can be found in the guidelines for solicitation on the Coastal Carolina University website.
- b. Sponsorship or advertising opportunities may be available. For a list of departments that offer such opportunities, reference the guidelines for solicitation on the Coastal Carolina University website.
- c. The University will not authorize solicitations for products, services, or partnerships contrary to the University's policies or mission.

#### 2. Solicitation by University Employees

- a. Solicitation by University employees for initiatives not sponsored by the University is prohibited during work hours, regardless of where the solicitation might occur.
- b. Distribution of literature and advertising material by University employees for solicitations not sponsored by the University is prohibited in work areas and limited in other areas as outlined in this policy (see Section III, Guidelines).
- c. University-sponsored solicitations to companies and commercial entities must be conducted in coordination with the Office of Advancement and the Chanticleer Athletic Foundation.
- d. Use of any University facilities or equipment for the operation of private enterprise is prohibited. See UNIV-409 Ethics Act.

#### 3. Solicitation by Students and/or Student Organizations

- a. Solicitation conducted by student organizations must be for the benefit of the student organization or a charitable entity that is certified by the secretary of state.

- b. Student organizations can request space to conduct solicitation activities through the Office of Scheduling and Events.
- c. No student organization shall solicit funds, goods, or services off-campus unless approval is granted in advance by Student Involvement and Leadership.
- d. A sponsoring student organization representative must be present during solicitation activities involving an outside vendor. Vendors must be approved in advance by Auxiliary Enterprises.
- e. Use of any University facilities, including residence hall rooms, for the operation of private enterprise is prohibited.

#### 4. Fundraising

- a. University employees and student organizations may conduct fundraising activities for charitable organizations certified by the secretary of state in accordance with the directives outlined in this policy (see Section III, Guidelines).
- b. University employees may conduct fundraising activities to benefit a colleague/colleagues or student organization, provided the initiative is approved in advance by the initiator's Executive Council representative and is executed according to UNIV- 442 University Food, Beverage, and Alcohol Policy and the directives outlined in this policy (see Section III, Guidelines).

### B. Promotion

#### 1. External Entities

- a. On campus promotion by External Entities is governed by the policies and guidelines that govern Solicitation by External Entities as set forth in Section I(A). Identical approval requirements apply.

#### 2. University Employees

- a. On campus promotion of University-sponsored initiatives is governed by the time, space, and manner limitations found in the guidelines for solicitation and promotion.
- b. Off campus promotion of University-sponsored initiatives that includes the University's registered trademarks and/or phrases must be approved in advance by University Marketing and Communication.
- c. Promotion of initiatives not sponsored by the University are considered solicitation activities and are governed by applicable policy directives accordingly.

#### 3. Student Organizations

- a. On campus promotion by student organizations is governed by the time, space, and manner limitations found in the guidelines for solicitation and promotion.
  - b. Off campus promotion must be approved in advance by Student Involvement and Leadership. Any use of the University's trademarked phrases and/or marks must be approved in advance by University Marketing and Communication.
- III. Promotion of initiatives not pertaining to the student organization require advance approval from Student Involvement and Leadership.

#### GUIDELINES

- A. Guidelines for approved solicitation and promotion activities can be found on the University's website. This includes a list of authorized officials from which to seek approval and details regarding the time, place, and manner of approved solicitation activities.
- B. The University reserves the right to further limit the time, place, and manner of a proposed solicitation activity on a viewpoint-neutral, content-neutral basis.
- C. See UNIV-406 for information regarding approved use of the University's trademarked phrases and marks.

#### IV. POLICY VIOLATION

- A. All approved solicitation and promotion activities must comply with the directives outlined in this policy..
- B. Individuals conducting solicitation or promotion on campus shall not engage in unlawful activity, misrepresentation, or fraudulent trade practices, and may not display, distribute, or sell items which are illegal or prohibited by Coastal Carolina University.
- C. Violation of any directives or guidelines may result in revocation of permission to engage in solicitation and/or promotion activities.