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Solicitation, Distribution and Advertising Policies

Saint Mary's College of California

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Solicitation, Distribution and Advertising Policies

Copyright/Use of College Name and Logo

The College's name, logos, seal and other marks, including but not limited to the image of the Chapel, are protected under state and federal law and the unauthorized use of these marks is prohibited. Furthermore, the De La Salle statue is protected by copyright. Permission for any student or recognized student group to use these marks must be coordinated through the Assistant Dean of Student Life, who shall obtain permission in writing from the appropriate Saint Mary's official charged with managing the use of Saint Mary's marks.

Posting Policy

Saint Mary's College is a community dedicated to the intellectual enrichment and personal development of all of its members through study, inquiry and continuing communication with one another. In accordance with its Lasallian heritage and Core Principles, the College encourages a balanced approach in the expression of opinions. The posting, distributing, or disseminating of printed materials (i.e. fliers, posters, table tents, banners, handbills) that advertise, publicize, or otherwise provide notice of activities, events, or information are subject to this Posting Policy.

The Assistant Dean of Students, or designee, grants permission to on- and off-campus individuals and groups to post, distribute or disseminate printed materials on campus. The College maintains the authority and right to prohibit the distribution of any material, which in the estimation of the college might cause a security problem or interferes with any instructional or college event. The College also maintains the right to regulate the time, manner, and place of any distribution of written material which is likely to cause harm to college property, physical danger to any individual, or in any other way breaches the security of the college or disrupts the furtherance of education.

When posting, anywhere on campus, the following must be observed:

1. The posting, distributing, or disseminating of printed materials (i.e. fliers, posters, table tents, banners, handbills, etc.) that are used to advertise, market, promote and/or provide notice of activities, events or information are all subject to the Posting Policy.
2. Approval to post, distribute or disseminate printed materials for on-campus and off-campus individuals is granted through Student Involvement and Leadership (SIL).
3. All printed materials must indicate the name of the sponsoring department, or student

- organization and contact information, as well as the location, date and time of the event.
4. Printed materials may not be placed on or against, attached to, or written on any structure or natural feature of the campus such as, but not limited to, the surface of walkways or roads (floors), fountains, posts, pillars, waste receptacles, lawn, trees, or on vehicles parked on campus, doors or buildings, windows, surfaces or stanchions and wooden standards.
 5. The use of chalk, for marketing purposes, on any surface is not permitted.
 6. Only one (1) posting of any kind is permitted in any posting location. Posting is permitted on a first-come, first-served basis, and existing postings may not be removed or covered by new ones.
 7. Materials can be posted for a period of two (2) weeks.
 8. No individual or group may leave fliers, announcements, or printed literature of any kind on campus grounds, parked vehicles, or inside any campus building, nor otherwise affix or insert such materials into campus lawns or grounds.
 9. Postings must be removed within 24 hours following the publicized event by the sponsoring organization.
 10. Only "safe-release" painters' tape (blue tape) may be used to post fliers and posters. Other tapes will damage the surfaces of walls and buildings. Fliers posted on bulletin boards may be attached with staples, pushpins, or blue tape. Please note that blue tape can be purchased through the College's warehouse; Student Involvement and Leadership does NOT provide it for college departments.

Off-Campus Individuals

1. The posting, distributing, or disseminating of printed materials that are used to advertise, market, promote and/or provide notice of activities or events are all subject to the College's Posting Policy. Postings for employment, sales, discounts, etc. that are not attached to an event cannot be posted and should seek alternative modes such as buying an ad in the college's newspaper (The Collegian) or the Career Center, for employment notices.
2. A maximum of 25 posters or fliers must be submitted to Student Involvement and Leadership for approval and posting. Off-campus individuals may not post their own materials on campus. Materials should measure a minimum of 8 1/2" x 11" and not exceed 11" x 17" in size.
3. All printed materials must indicate the name of the sponsoring business or organization and contact information, as well as the location, date and time of the event.
4. Materials can be posted for a period of up to two (2) weeks.
5. No individual or group may leave fliers, announcements, or printed literature of any kind on campus grounds, parked vehicles, or inside any campus building; nor otherwise affix or insert such materials into campus lawns or grounds.
6. Promotion and advertising of an event may indicate that alcohol will be available for purchase and must indicate that "ID will be required." Also, the promotion and advertising of an event shall not portray symbols of alcoholic beverage consumption (including, but not limited to, foaming mugs, cans, glasses and kegs), excessive consumption (including, but not limited to, drinking contests and competitions) or emphasize frequency or quantity of alcoholic beverage consumption.
7. Failure to meet Posting Policy Guidelines will result in the loss of on-campus posting privileges.
8. Off-campus advertisers do not have access to residence halls.

Posting Areas

1. External Posting Spaces

- There are 30 high-traffic areas located throughout central campus for posting fliers. These areas are painted in a beige color and are clearly marked as posting areas for approved materials which should measure a minimum of 8 1/2 " x 11" and not exceed 11" x 17" in size.

2. Bulletin Boards and Display Cases

- Departmental bulletin boards, typically located outside of administrative or academic department offices, are maintained by the respective departments. Permission for posting at these locations must be obtained from the specific department head or designee.
- The Student Involvement and Leadership windows are available for posting printed materials (minimum of 8 x 11 in size) for special events. Requests must be submitted a minimum of two (2) weeks prior to the event (for departments and student organizations).

3. Residence Halls

- Departments, student organizations and individuals do not have access to Residence Halls and must not post on any area in or surrounding the building. Posting on the exterior of the building, doors, windows, lampposts and light fixtures is not permitted
- Copies of fliers, posters and other promotional materials must be submitted to the Office of Residential Experience for posting.
- Materials posted in Oliver Hall must observe the Posting Policy in its entirety. Items that are not congruent with the policy or stamped by Student Involvement and Leadership, will be removed.
- Placing table tents in Oliver Hall, Dryden, Brickpile and Café Louis is allowed. Table tents must be printed on white paper, as those printed in color paper will stain the tables. Loose fliers may not be left on the tables in the aforementioned locations.

4. Large Banners

- The Brickpile wall along Ferroggiaro Quad is the only posting area for large banners, signs, or other specialized promotional materials (minimum size is 11" x 17" and must not to exceed 3' x 3').
- Vinyl banners (not to exceed 10' x 3' in size) can be hung from the trees in front of Filippi Administrative building with advance approval from Student Involvement and Leadership. Approval must be requested a minimum of two (2) weeks prior to the hanging of the banner. In addition, the actual hanging of banners must be coordinated through Facilities Services.

5. "Day of" Posting

- "Day of" posting is allowed for directional and informational purposes for campus-wide events and must be removed immediately after the event. "Day of" posting must be related to the function of the program such as schedule, directions, and registration. Pre-approval must be secured through Student Involvement and Leadership.
- A-frames may be used but cannot be placed in the Arcade as it limits accessibility.

Sanctions

The sponsoring organization is responsible for the removal of all publicity, including banners within 24 hours following the event. Directional signs must be taken down immediately after the event.

- Continued failure to remove expired publicity may result in loss of posting privileges.
- Student Involvement and Leadership may immediately remove any publicity not in accordance with this policy.

- Residential Experience staff may remove any publicity not in accordance with this policy or guidelines set forth by the Office of Residential Experience.

Painting the SMC

The painting of the SMC by campus groups and individuals has been a longstanding tradition at Saint Mary's College of California. For generations, students have commemorated special events, heritage months and holidays by trekking up the hill, with paint supplies in tow, to give the "SMC" their special mark. Students, staff and faculty participate in this tradition as a way to let their presence on campus be known while building community within their group.

In an effort to encourage the equitable access to the letters for all, Student Involvement and Leadership has created the following guidelines:

1. Submit a request to paint the SMC to Student Involvement and Leadership two weeks prior to your proposed date via email (sil@stmarys-ca.edu.) Be sure to include proposed dates and the reason for painting it.
2. Upon receiving written approval from SIL, your group may paint the "SMC."
3. The "SMC" shall remain painted for a period of no more than two (2) weeks, after which Buildings and Grounds will repaint it to its original white color.
4. The SMC is to remain white during the following times:
 - Move-In Day Week of the
 - Mass of the Holy Spirit
 - The beginning of Finals' Week through the end of the Christmas break
 - De La Salle week
 - The beginning of Finals' Week through both graduation ceremonies
 - All summer

Solicitation and Commercial Activity

The College has an obligation to preserve the student's right to personal privacy, safety, and security. Individuals or organizations wishing to engage in commercial activity on campus may do so only with the written approval of the Vice President for Finance and Administration. The College does not allow door-to-door solicitation of products or services in the residence halls. This policy applies to all College and off-campus organizations, groups and individuals.

Fundraising Policy

The following principles, policies and procedures govern all student fundraising activities at Saint Mary's College of California. The purpose of this policy is to guide Saint Mary's student organizations in planning their fundraising activities for the benefit of the campus community. Fundraising is the responsibility of the College's President and the Vice President for Advancement in accordance with the priorities established by the Board of Trustees.

1. Student clubs, classes and organizations may conduct on-campus fundraising after seeking the approval of their advisor and Student Involvement and Leadership.
2. Student organizations are permitted to conduct infrequent collection of food, clothing or change for charities; make requests for donated labor or donated products; and hold activities like bake sales that by and large do not solicit significant cash gifts. These student fundraising activities are only permitted on campus.
3. Student groups may solicit from individuals and businesses that have given money to the group in the past five years or that have a previous relationship with the group.

4. Student group solicitation of off-campus businesses for in-kind product and food donations is permitted on a limited basis subject to the approval of the Director of Student Involvement and Leadership, in consultation with the Advancement Office. An advance list of businesses to be solicited is required to be submitted to the Director as well.
5. Off-campus door-to-door and telemarketing type fundraising activities by student clubs and organizations are not permitted.
6. Students are not permitted to solicit alumni directly.
7. Students may not raise funds from foundations or from corporations.
8. The Vice President for Advancement will have final discretion in approving all fundraising activities. For questions, please call 925-631-4328.