

STANDARD OPERATING PROCEDURE (SOP)

DOCUMENT ID: SOP-158 VERSION #2	TITLE: ADVERTISING ON COLLEGE PROPERTY	SEARCH KEY:
PURPOSE:	<ul style="list-style-type: none"> To describe the steps for approval of advertising or promotional activity by external organizations on College property. 	POST TO: Public Website <input checked="" type="checkbox"/> DC Connect <input checked="" type="checkbox"/>
SCOPE (Applies To):	<ul style="list-style-type: none"> ASSOCIATE VICE-PRESIDENT, PUBLIC AFFAIRS COLLEGE EMPLOYEES DC STUDENTS EXTERNAL ORGANIZATIONS AND/OR COMMUNITY 	
STATUS: FINAL	AUTHOR: SARAH LOCK, EXECUTIVE ASSISTANT, PUBLIC AFFAIRS CONTACT INFORMATION: 604-777-6168	CREATED: 2017/08/31 (yyyy/mm/dd)
	RESPONSIBLE OWNER: PUBLIC AFFAIRS	
PROCESS REVISIONS:	REVISION AUTHOR: As Above	REVISED: 2018/07/31 (yyyy/mm/dd)
RELEVANT FORMS:	N/A	REVISED: (yyyy/mm/dd)
ACCORD/POLICY APPROVAL BODY:	<ol style="list-style-type: none"> CHRIS GARDNER, DIRECTOR, FACILITIES & ANCILLARY SERVICES LEANNE POON, EXECUTIVE DIRECTOR, FOUNDATION & ALUMNI RELATIONS DAVE TAYLOR, ASSOCIATE-VICE PRESIDENT, PUBLIC AFFAIRS 	DATE APPROVED: 2018/01/09 (yyyy/mm/dd)
QUALITY ASSURANCE FORMAT APPROVAL: <input checked="" type="checkbox"/> ADMINISTRATORS' COMMUNITY OF PRACTICE (ACP) SOP SUBCOMMITTEE <input checked="" type="checkbox"/> THOR BORGFORD, VICE-PRESIDENT, ACADEMIC AND PROVOST		DATE APPROVED: 2018/01/17 (yyyy/mm/dd)
RELEVANT POLICY:	Douglas College Policies : Advertising on College Property	
RELEVANT ACRONYMS & DEFINITIONS:	<p>Advertising: Any media, physical or digital, used to promote an organization, product, service or event. This includes, but is not limited to, posters, banners, signs, handbills, flyers, leaflets, brochures, samples, giveaways, digital imagery, audio broadcasts and any other promotional activity.</p> <p>AVPPA: Associate Vice-President, Public Affairs</p> <p>External Organizations: Any third-party entity not related to Douglas College, whether for-profit, non-profit, charitable, political or government.</p> <p>Property: Any physical or digital spaces, structures or other assets owned, leased, managed or otherwise controlled by Douglas College. This includes, but is not limited to, College campuses, buildings, rooms, publications, websites, social media properties, emails, voicemails, intranet, digital signage, bulletin boards and any other physical or digital asset.</p> <p>SMT: Senior Management Team</p> <p>SOP: Standard Operating Procedure</p>	

PREAMBLE:

Advertising or other promotional activity by external organizations may be permitted on College property. Any such activity must be approved by the **Associate Vice-President, Public Affairs (AVPPA)** prior to initiation, and be consistent with the College's core purpose and mandate.

- This Standard Operating Procedure (SOP) applies to all College properties and to all advertising media, whether physical or digital.
- Advertising is prohibited in classrooms and instructional areas.
- Advertising that promotes the use of alcohol, tobacco, marijuana, e-cigarettes, firearms or other weapons is prohibited.
- Advertising that could be considered hateful, racist, discriminatory or contribute to an unsafe environment is prohibited.
- Advertising to advance political candidates or parties for federal, provincial and municipal elections is prohibited. However, the College welcomes political discussion and discourse in general and may host meetings or forums for political parties or candidates, providing all parties are provided equal opportunity to participate.

Procedure for Submission of Advertising Requests

STEPS:

1. External organizations wishing to advertise on college property must contact the **Associate Vice President, Public Affairs (AVPPA)** for approval before commencement of advertising activities. This includes, but is not limited to:
 - a. Sponsorship of college physical or digital property (excluding event sponsorship).
 - b. Requests by college contractors, suppliers and vendors.
 - c. Promotion of external student services including financial, insurance, technology, etc. (excluding Alumni affinity programs and career/job fairs).
2. Requests must be made in writing (paper or electronic) to the **AVPPA** and include:
 - a. The external organization's contact information, including name and email of primary contact.
 - b. A rationale for the request, specifically outlining benefits to Douglas College and its constituents.
 - c. The requested location of the advertising (physical and/or digital).
 - d. A timeline for the request.

STEPS: (cont.)

3. The **AVPPA** will consult with the **Director, Facilities and Ancillary Services** concerning advertising on college physical property.
4. The **AVPPA** will consult with the **Executive Director, Foundation & Alumni Relations** concerning sponsorship of both physical and digital property.
5. The **AVPPA** may also consult with members of **Senior Management Team (SMT)** as appropriate.
6. The **AVPPA** will respond to all advertising requests via email in a timely manner.