

AP 135 - Solicitation by Vendors

Associated Board Policy: 135.00

Procedure Owner: Vice President of Finance & Administration

Related Procedures: none

I. Procedure Scope and Purpose

This procedure aims to regulate the activities of vendors and agents on the college campus, maintaining a conducive environment for education while allowing promotional and solicitation activities that support and enhance the college community.

This procedure applies to all community partners seeking to promote their events, offers, or initiatives to Cowley College students, employees, and other stakeholders.

II. Definitions

Designated Areas: may include lobbies, common areas, or outdoor spaces that does not disrupt classroom, administrative or other functions of the college.

Solicitation Activities: include setting up promotional tables, displaying promotional materials, and participating in college-hosted events.

Vendors and Agents: External entities engaged in the distribution of flyers, brochures, product samples, conducting surveys, or any other form of direct marketing or promotional activities.

III. Procedure

a. Authorization for on-campus promotion

- i. All vendors and agents must obtain permission from the Vice President of Finance and Administration before any solicitation or promotional activities on campus. Approval will be granted based on alignment with the college's values and operational needs without disrupting the educational environment.
 1. Vendors must submit a request outlining the nature, objectives, and specifics of the intended solicitation to the Vice President of Finance and Administration.
 2. The Vice President of Finance and Administration will share the proposal with appropriate parties, such as marketing, housing, etc., based on the request and ensure shared governance.
 3. Once all parties have agreed to the proposal, the Vice President of Finance and Administration will provide an approval or denial to the requestor with stated conditions and designated space on campus.

b. Types of Promotional Activities

- i. College-hosted Community Fairs – community partners are encouraged to participate in community fairs and must submit their request for approval at least two (2) weeks before the intended date.
- ii. Student Discounts – any discounts or special offers intended for students must be communicated through the college’s student portal. Partners must provide clear details about discount eligibility and duration.
- iii. Employee Discounts – any discounts and offers for college employees must be communicated through the Employee Handbook. Partners must ensure that all information is accurate and up-to-date. The College maintains memberships with various service area organizations that distribute e-newsletters for event promotions. If partners are affiliated with these organizations, their promotional information will be distributed to Cowley College employees.

c. Review and Accountability

- i. The Director of Marketing and Strategic Communications, in collaboration with the Vice President for Finance and Administration/Chief Business (Finance) Officer, is responsible for implementing and enforcing this procedure. Cowley College reserves the right to remove materials that violate this policy from campus.
- ii. All promotional activities must adhere to College policies, including Policy 135.00 Soliciting by Vendors and Agents, Policy 133.00 Gifts-In-Kind Acceptance, and Policy 143.00 Technology Usage by Employees.

IV. Effective Date(s)

This procedure first became effective September 24, 2024.

V. Signature and Title

This procedure is implemented by:



Vice President of Finance and Administration