



Policy	O-3.5
Approved By:	College Executive Team
Approval Date:	October 20, 2011
Amendment Date:	
Policy Holder:	VP Administration

COMMERCIAL ACTIVITY

Purpose / Rationale

To provide a framework and guide to decision making with respect to providing commercial access to the Camosun community.

Scope / Limits

Commercial activity ranges from permitting franchise operations on campus, to sole distributorship rights for products sold on campus, various service or retail contracts, renting Camosun grounds and facilities, temporary retailing activity and to advertising and promotion.

Includes:

1. Retail activity
2. Contracted Services
3. Grounds and Facility Rentals
4. Advertising and Promotion
5. Other Commercial activity (unless explicitly excluded below)

Not Included:

1. Gifts, sponsorships and donations
2. Educational commercial partnerships
3. Fundraising
4. Advertising on Camosun radio station or in student- run newspaper

Principles

1. Commercial access to the Camosun community is valuable.
2. Relationships formed must be congruent with the College's mission, values, policies, and priorities.
3. The College wishes to seek and pursue partnerships that assist in building a more sustainable organization.
4. Partnership arrangements formalized under this policy will:
 - not be in conflict with services already provided on campus
 - be respectful of arrangements and relationships made through other College departments

- be competitive in our marketplace
 - have a net benefit to Camosun College
 - be respectful of and compatible with the learning environment
5. Commercial arrangements should be consistent, maximized and centralized through Ancillary Services.

A. DEFINITIONS

1. On campus: physical locations on which Camosun offers programming or services (leased or owned) to the campus community.
2. Camosun community: people who receive or provide services on campus (i.e. students, faculty, employees, visitors to campus), alumni and retired employees.
3. Public places: places on campus where the Camosun community travels through, congregates for informal/social purposes i.e. cafeterias, hallways, outdoor and indoor “squares”.
4. Advertising: paid message(s) to Camosun community i.e. outdoors, indoors, print, digital, web/internet page.
5. Promotion: featuring products, services or the name of a company through free samples, info brochures or signage. May be done in isolation or in conjunction with a sponsorship negotiated under the authority of another college policy (i.e. in exchange for sponsorship dollars, an opportunity to feature their product/name may be negotiated).
6. Retailing: offering goods or services for money.
7. Commercial activity: any goods or services offered in exchange for money (or something else of value), so may include retailing, or any money (or something of value) offered for opportunity to access/sell to Camosun Community. Sponsorships for specific activities and donors to buildings or projects are not included in this policy.
8. Educational Partnerships: Camosun College’s educational/commercial partnerships combine the delivery of educational products, research or services with a commercial objective. Such partnerships are usually with profit making organizations.

B. GUIDELINES

1. Where commercial activity can take place
 - In public places, where fire/safety codes permit
 - In space identified as commercial space for a desired amenity
 - On-line or through mail
2. What types of advertising/commercial activity can take place
 - a. Temporary retail activity on campus

Examples include, but not limited to: Merchandise, food, financial/credit card services, mobile phone time plans, tax services, health related or personal related services.

and as permissible under the Use of Grounds and Facilities and the Serving and Selling Food Safely on Campus policies and the agreement with the on campus food services provider.

b. Camosun-operated or contracted Services for the Camosun community

Examples include, but not limited to:

Food services, vending services, financial/banking/atm services, health related or personal related services, generally as demand/expectations dictate and financial/service benefits are derived.

c. Grounds and Facility Rentals

To maximize the use and revenue opportunities when grounds and facilities are not in use for college purposes, external users are invited to rent college space. Principles for renting, how the space can be used and other details are outlined in the Use of Grounds and Facilities policy.

d. Advertising and Promotion on campus or to the campus community

i) Advertising:

Examples, but not limited to:

- a. signage/messages on amenities in public places (not in classrooms or offices) i.e. vending machines, furniture (benches, chairs), garbage/recycling containers, info monitors (digital or static);
- b. signage in public places i.e. washrooms, cafeterias, outdoor spaces;
- c. web page and intranet, on secondary pages and/or where appropriate.

Generally advertising is sold through a 3rd party, with production and installation responsibility. This results in a turn-key operation for Camosun with a commission.

Content that promotes tobacco, conflicts/competes with campus services or that is sexually explicit will not be posted.

ii) Promotion

Examples include, but are not limited to:

Free samples, info brochures, temporary corporate/product signage;

Products or info that promotes tobacco, conflicts/competes with campus services or that is sexually explicit will not be permitted;

When promotion is being considered as part of a sponsorship arrangement, Communications, Advancement and Planning and Ancillary Services will collaborate on decision making.

e. Other Commercial activity on campus

Examples include but not limited to: preferred suppliers, temporary vendors, affiliate vendors.

3. Circumstances under which individual departments/schools can engage in commercial activity and derive the revenue benefit

a. Advertising and Promotion

- i. when revenue is (only) used to offset the costs of college/school/department single day events. The advertising/promotion commitment is to be limited to only that event.
- ii. when revenue is (only) used to offset the costs for college/department print materials. The advertising commitment is to be limited to only that event.
- iii. when revenue is (only) used to offset the costs for Camosun sports teams activities, to offset costs. The advertising/promotion commitment is to be limited to only those activities.

b. All other commercial activity is through Ancillary Services.

4. How much advertising/commercial activity can take place

It is not desirable to reach a point when it appears that every available public amenity or space is being utilized or overtaken for advertising or other commercial activity. The following guidelines will be considered:

- i. If, through the advertising medium, Camosun derives more desirable amenities on campus. Decisions around this will be made in conjunction with Physical Resources Department;
- ii. The ratio of advertising/promotion to amenity/information will generally be no more than 33%, but a maximum of 50%;
- iii. Higher revenue for exclusivity or limited competition rather than volume of advertisers/promoters will be sought.

C. RESPONSIBILITIES

1. Negotiations and relationship/contract management

In support of the principles and guidelines of this policy, the Director, Ancillary Services is responsible for seeking out, negotiating and managing the relationships and contracts.

Director, Ancillary Services (or designate) to liaise with Communications, Advancement and Planning, PRD and CCSS to discuss/address areas of mutual interest/concern.

2. Approvals of images and messages

The Vice President, Communications, Advancement and Planning has ultimate responsibility for images and messages to the Camosun Community. Protocols for approvals will be established with the Director, Ancillary Services.

3. Activity and contract approvals

Responsibility for decisions to authorize and formalize agreements affected by this policy is consistent with spending authority and authorization and rests with Director Ancillary Services and VP Administration respectively.

4. Where does the revenue go?

Revenue and associated expenses flow through Ancillary Services and the net revenue is reported.

5. Who decides how the revenue is used?

Net Revenue from Ancillary Services is used to support the priorities of the college, and both directly and indirectly supports the college's students through decisions of the College Executive.

D. LEGISLATED REFERENCES

College and Institute Act Sections: N/A

E. LINKS TO SUPPORTING FORMS, DOCUMENTS, WEBSITES, RELATED POLICIES

[G-2.3 Corporate Relations](#)

[O-3.2 Use of Grounds and Facilities](#)

[O-5.12 Smoking and Tobacco Products](#)

[O-3.4 Serving and Selling Food Safely on Campus](#)