



## UTAH VALLEY UNIVERSITY Policies and Procedures

<b>Proposed Policy Number and Title:</b> <b>172 Advertising</b>		
<b>Current Policy Number and Title:</b> Not applicable		
<b>Approval Process*</b>		
<input checked="" type="checkbox"/> Regular	<input type="checkbox"/> Temporary	<input type="checkbox"/> Compliance Change
<input checked="" type="checkbox"/> New	<input type="checkbox"/> New	<input type="checkbox"/> New
<input type="checkbox"/> Revision	<input type="checkbox"/> Revision	<input type="checkbox"/> Revision—Limited Scope
<input type="checkbox"/> Revision—Limited Scope	<input type="checkbox"/> Revision—Limited Scope	<input type="checkbox"/> Deletion
<input type="checkbox"/> Deletion		
*See UVU Policy 101 <i>Policy Governing Policies</i> for process details.		

<b>Draft Number and Date:</b>	<u>Stage 2 Regular, February 10, 2025</u>
<b>President’s Council Sponsor:</b>	<u>Kara Schneck</u>
<b>Policy Steward:</b>	<u>Matt Chambers</u>

POLICY APPROVAL PROCESS DATES		
REGULAR	TEMPORARY	COMPLIANCE
<b>Drafting and Revision</b>	<b>Drafting and Revision</b>	<b>President’s Council Approval</b>
Entrance Date: <u>07/21/21</u>	Entrance Date: <u>N/A</u>	Approval Date: <u>N/A</u>
<b>University Entities Review</b>	<b>Board of Trustees Review</b>	<b>Board of Trustees Ratification</b>
Entrance Date: <u>2/13/2025</u>	Entrance Date: <u>N/A</u>	Ratification Date: <u>N/A</u>
Close Feedback: <u>4/10/2025</u>	Approval Date: <u>N/A</u>	
<b>Board of Trustees Review</b>		
Entrance Date: _____		
Approval Date: _____		



## UTAH VALLEY UNIVERSITY Policies and Procedures

<b>POLICY TITLE</b>	Advertising	<b>Policy Number</b>	172
<b>Section</b>	Marketing and Communications	<b>Approval Date</b>	
<b>Subsection</b>	Advertising	<b>Effective Date</b>	
<b>Responsible Office</b>	Office of the Vice President of Marketing and Communications	<b>Last Review</b>	

### 1.0 PURPOSE

1 **1.1** The purpose of this policy is to establish regulations, guidelines, and standards for all forms  
 2 of advertising conducted internally and externally by the University. This policy aims to ensure  
 3 that all advertising activities align with the University's mission, values, and strategic objectives,  
 4 protect the University's reputation, and maintain compliance with legal and ethical standards.  
 5 This policy also provides a consistent approach to advertising across all university departments,  
 6 facilities, and campuses.

### 2.0 REFERENCES

- 7 **2.1** IRS Publication 526 *Charitable Donations*
- 8 **2.2** Utah Board of Higher Education Policy R555 *Providing Facilities, Goods and Services in*  
 9 *Competition with Private Enterprise*
- 10 **2.3** Utah Board of Higher Education Policy R583 *Student Recruitment and the Report of*  
 11 *Advertising Costs*
- 12 **2.4** UVU Policy 112 *Social Media*
- 13 **2.5** UVU Policy 116 *Student Communications*
- 14 **2.6** UVU Policy 136 *Intellectual Property*
- 15 **2.7** UVU Policy 152 *Accommodations for Individuals with Disabilities*
- 16 **2.8** UVU Policy 234 *Qualified Sponsorships*
- 17 **2.9** UVU Policy 371 *Performance Management and Development for Full-Time Staff Employees*
- 18 **2.10** UVU Policy 446 *Privacy and Disclosure*
- 19 **2.11** UVU Policy 452 *Electronic and Information Technology Accessibility*



## UTAH VALLEY UNIVERSITY Policies and Procedures

### 20 2.12 UVU Policy 541 *Student Code of Conduct*

#### 3.0 DEFINITIONS

21 **3.1 Acknowledgement:** Acknowledgements are published factual statements about a service or  
22 product provided, signs of recognition, or thanks for support for gifts, grants, donations, or  
23 assistance provided by an external entity, without expressing, implicitly or otherwise,  
24 endorsement, favoritism or promotion of the entity's products, services, or viewpoints. (See  
25 definition in Policy 234 *Qualified Sponsorships: Mere Acknowledgment*)

26 **3.2 Advertising:** For the purposes of this policy, this is the deliberate and strategic promotion of  
27 events, programs, products, or services to specific target audiences through any number of  
28 channels, materials, and media. Inducement to purchase, sell or use products or services. These  
29 are the main advertising categories covered in this policy (for more detailed information on  
30 subcategories, refer to *UVU Advertising Guide*):

31 **3.2.1 Brand-promotional advertising:** A specific type of paid advertising in which a company  
32 sponsors or supports content or events created by another entity to promote its brand or products.  
33 Brand-promotional advertising encompasses UVU advertising and third-party advertising  
34 affiliated with UVU.

35 **3.2.2 Donated or charitable advertising placement:** This includes advertising placement that  
36 the University donates to a third-party and advertising placement donated by a third-party to the  
37 University (see section 4.11). Donated advertising excludes qualified sponsorships (see section  
38 3.9 of this policy and Policy 234 *Qualified Sponsorships*).

39 **3.2.3 Paid advertising:** Promotional content or messages that a company or individual pays for,  
40 with the intention of reaching a specific audience and promoting their products, services, or  
41 brand. Examples include display ads, search engine marketing, sponsored content, influencer  
42 partnerships, and paid social media campaigns.

43 **3.2.4 University internal/owned advertising:** The promotional efforts undertaken by the  
44 University to communicate and promote its programs, initiatives, services, and brand within its  
45 own channels and platforms. University internal/owned advertising encompasses UVU  
46 advertising and third-party advertising affiliated with UVU.

47 **3.3 Partnership advertising:** A university entity working directly with a third-party under a  
48 formalized written partnership for advertising. This includes internal advertising conducted on  
49 campus (for example, UVU Dining Services and Chick-Fil-A, Sundance and School of the Arts,  
50 UCCU and Athletics) and external advertising conducted off campus (for example, UVU and  
51 MTEC bus ads, UVU and the Utah Jazz).



## UTAH VALLEY UNIVERSITY Policies and Procedures

52 **3.4 Advertiser:** Refers to any individual, organization, or entity that initiates, sponsors, or pays  
53 for advertising to be displayed or disseminated.

54 **3.5 Affiliated entities:** Includes but is not limited to student organizations, alumni associations,  
55 research centers, institutes, and any other entity officially recognized or sponsored by the  
56 university.

57 **3.6 Brand-promotional placement/acknowledgement placement:** A form of advertising in  
58 which the University supports the long-term promotional relationship, by providing or  
59 exchanging a predetermined amount of exposure and/or mentions to the brand. Advertising is  
60 separate from sponsorship and donor acknowledgements. The brand is required to honor specific  
61 IRS laws and university sponsorship language guidelines, which differ from the rules about ad  
62 placement. (See the *UVU Advertising Guide* for guidance on qualitative or quantitative  
63 language.)

64 **3.7 Direct benefit:** For the purposes of this policy, direct benefits could be goods and services  
65 that are tangible items and that UVU desires or needs. (See the *UVU Advertising Guide*.)

66 **3.8 Endorsements:** Any statements or depictions that can be reasonably construed to contain or  
67 imply a preference by the University, by any of its units or employees speaking or acting as  
68 representatives of the University for one non-university interest over any other.

69 **3.9 Qualified sponsorships:** See the definition in Policy 234 *Qualified Sponsorships*.

70 **3.10 University advertising:** Advertising done by a university entity whether conducted on  
71 campus (internal advertising) or off campus (external advertising).

72 **3.11 University communication platforms:** For the purpose of this policy, platforms that  
73 students access for university purposes such as admissions and instructional work. Examples of  
74 university communication platforms include but are not limited to my.UVU.edu, Canvas,  
75 university websites, UVU social media, surveys, and email. (For information on how surveys or  
76 emails are managed and approved, see Policy 116 *Student Communications*; for information on  
77 how messaging via social media is managed and approved, see Policy 112 *Social Media*.)

### 4.0 POLICY

#### 78 4.1 Scope of Policy

79 **4.1.1** This policy applies to all individuals and entities affiliated with the University, including  
80 but not limited to employees, students, alumni, contractors, vendors, and external organizations  
81 seeking to advertise on university-owned and external platforms the University uses. It  
82 encompasses all forms of advertising used to promote university-related events, programs,  
83 products, or services.



## UTAH VALLEY UNIVERSITY Policies and Procedures

84 **4.1.2** This policy also applies to all university advertising, advertising channels, and the  
85 University's partnerships and solicited advertising.

86  
87 **4.1.3** This policy does not cover qualified sponsorships (see section 3.8); please see Policy 234  
88 *Qualified Sponsorships*.

### 89 **4.2 Authority and Responsibility of University Marketing and Communications (UMC)**

90 **4.2.1** University Marketing and Communications (UMC) establishes standards and oversees

91

92 1) university advertising and external communications,

93

94 2) branding in advertising and external communications, and

95

96 3) external entities advertising on campus and/or using the University's name and brand off  
97 campus.

98 **4.2.2** UMC authority also covers paid advertising (section 3.2.3), brand-sponsored advertising  
99 (section 3.2.1), and university internal/owned advertising (section 3.2.4).

100 **4.2.3** UMC has the responsibility to oversee consistency of university branding and messaging in  
101 advertising to and from the University; to coordinate and standardize all advertising across the  
102 University (including all campuses, units, programs, organizations, events and people);  
103 coordinate the purchasing of advertising and resources across the institution, and to ensure all  
104 university advertising is legally compliant (e.g., accessibility laws and regulations) with UVU  
105 and Utah Board of Higher Educations policies, and local, state, and federal law.

106 **4.2.4** UMC is authorized (1) to create and maintain branding and style guides with which all  
107 university advertising must comply and (2) to develop and oversee all procedures in which UVU  
108 entities develop, approve, and disseminate advertising.

109 **4.2.5** UMC ensures all advertising activities and materials do not interfere with the academic  
110 mission of the University. UMC also ensures that the income gained from advertising activities  
111 held on campus benefit the University and that the funds are allocated to the appropriate  
112 university entity.

### 113 **4.3 Legal Compliance**

114 **4.3.1** Those conducting advertising activities must comply with applicable laws, regulations, and  
115 industry codes of conduct. This includes but is not limited to consumer protection laws, privacy  
116 regulations, advertising standards set by regulatory authorities, and any internal or external  
117 policies governing advertising practices. (See section 5.4 for review requirements for all  
118 advertising.)



## UTAH VALLEY UNIVERSITY Policies and Procedures

119 **4.3.2** Those who violate this policy may be subject to performance measures and sanctions  
120 under the applicable disciplinary procedure (for employees, Policy 649 for most faculty and  
121 Policy 371 for most staff; for students, Policy 541) and any other applicable corrective measures  
122 such as appropriate actions required by state and federal law.

### 123 **4.4 Reporting Concerns related to Advertising Standards**

124 **4.4.1** Violations of this policy may be reported to the designated UMC compliance officer.

### 125 **4.5 Relationship to Other Policies**

126 **4.5.1** Conduct specifically defined in and prohibited by UVU Policy 162 *Title IX Sexual*  
127 *Harassment*; UVU Policy 165 *Discrimination, Harassment, and Affirmative Action*; UVU Policy  
128 168 *Whistleblower Anti-Retaliation*; and UVU Policy 326 *Workplace Conduct* are subject to the  
129 procedures outlined in the applicable policy.

### 130 **4.6 Copyright and Other Intellectual Property Rights**

131 **4.6.1** All parties must ensure that their advertising materials respect intellectual property rights,  
132 including copyrights, trademarks, and patents, in accordance with UVU Policy 136 *Intellectual*  
133 *Property*. The use of third-party copyrighted content or trademarks must be done with proper  
134 written authorization or within the bounds of fair use.

### 135 **4.7 Acknowledgements and Endorsements**

136 **4.7.1** University entities may offer acknowledgements. Consistent with the definition provided in  
137 section 3.0, an acknowledgement of support, gifts, grants, donations, assistance, and sponsorship  
138 must not include an endorsement by the University, department, organization, program, unit, or  
139 its employees.

140 **4.7.2** When using endorsements or testimonials in advertising, university entities must clearly  
141 disclose if these endorsements or testimonials are from actual users or individuals with relevant  
142 knowledge and expertise. University entities must disclose any compensation or benefits  
143 provided to endorsers. False or misleading endorsements must be strictly avoided.

144 **4.7.3** The University, including all campus departments, organizations, programs, units, or  
145 employees are prohibited from lending the University's names, brand, and assets to the  
146 endorsement of persons, political candidates or organizations, and commercial enterprises,  
147 services, or products because it could be construed as university support or endorsement of a  
148 third-party.

149  
150 **4.7.4** Notwithstanding section 4.11.3, the University's trademark-licensing department is  
151 authorized to manage a licensing program that permits approved third parties to use the  
152 University's names, brand, and assets in accordance with established licensing agreements and



## UTAH VALLEY UNIVERSITY

### Policies and Procedures

153 guidelines. This program ensures the proper use of University's names, trademarks and assets  
154 while protecting the University's reputation, compliance with the University's tax-exempt status,  
155 and adherence with applicable policies.

#### 156 **4.8 Permitted Advertising**

157 **4.8.1** Permitted forms of advertising include brand-sponsored advertising, paid advertising,  
158 donated advertising, and university internal/owned advertising. University entities must ensure  
159 that all permitted advertising aligns with the University's mission and is compliant with  
160 university policies, including this one, and applicable state laws.

161 **4.8.2** Both university and external party requests for paid advertising must be approved in  
162 accordance with the procedures in section 5.4 of this policy and the *UVU Advertising Guide*.

#### 163 **4.9 Prohibited Advertising**

164 **4.9.1** The University reserves its right to prohibit and refuse any advertising that is false or  
165 misleading, or that promotes or encourages the use of illegal products and services, such as the  
166 use, sale, or distribution of illegal drugs, narcotics, or controlled substances. This includes but is  
167 not limited to substances classified as illegal by local, national, or international laws.

168 **4.9.2** The University reserves its right to prohibit and refuse, on a case-by-case basis, any  
169 advertising for products or services that are potentially harmful, dangerous, pose a significant  
170 risk to health, safety, university reputation, or other university interests.

#### 171 **4.10 Advertising with Third-Party Organizations**

172 **4.10.1** Advertisements placed by external organizations on university-owned platforms or at  
173 university-sponsored events should align with the University's values and not conflict with its  
174 mission or brand image. The University reserves the right to reject or remove any third-party  
175 advertisements that are deemed inappropriate or incompatible with its objectives.

#### 176 **4.11 Donated or Charitable Advertising**

177 **4.11.1 Advertising versus Qualified Sponsorship.** Any university entity working with a third-  
178 party organization to advertise on campus may not classify such advertising as a qualified  
179 sponsorship; this classification may only be made in accordance with current IRS regulations and  
180 Policy 234 by personnel specified in that policy. See Policy 234 *Qualified Sponsorships*.

181 **4.11.2 Donated Advertising Placement to the University.** Advertising placement may be  
182 provided as a gift to the University, but the IRS considers the donation of advertising space  
183 (placement) a service, which is not a tax-deductible gift (charitable contribution). This form of  
184 advertising does not go through the UVU Foundation and does not qualify for a charitable  
185 receipt. (See IRS Publication 526.)



## UTAH VALLEY UNIVERSITY Policies and Procedures

186 **4.11.3 Donated Advertising Placement from the University.** Advertising donated by  
187 university entities to show support for organizations (for-profit or non-profit organizations) is not  
188 an appropriate advertising expense. University properties, university employees, university time,  
189 general use, and restricted use funds should not be used in any manner that could be construed as  
190 a contribution to a person, organization, charity, or cause not directly associated with providing a  
191 direct benefit to the University.

### 5.0 PROCEDURES

#### 192 **5.1 Establishment of University Advertising Standards Committee**

193 **5.1.1** UMC shall establish the University Advertising Standards Committee consisting of  
194 relevant stakeholders, such as representatives from the marketing department, General Counsel,  
195 brand management, and any other pertinent individuals or departments.

196 **5.1.2** This committee shall define the criteria against which advertising materials will be  
197 evaluated. This may include considerations such as adherence to advertising guidelines, accuracy  
198 of information, appropriateness for the target audience, compliance with legal and ethical  
199 standards, and alignment with the University's strategic goals.

#### 200 **5.2 UMC Compliance Officer**

201 **5.2.1** UMC executive leadership appoints the UMC compliance officer, who is responsible for

202 **5.2.1.1** overseeing the University Advertising Review Committee;

203 **5.2.1.2** monitoring and assessing all advertising activities to ensure compliance with applicable  
204 laws, regulations, and policies;

205 **5.2.1.3** investigating any reported concerns or potential policy violations related to advertising;

206 **5.2.1.4** subject to university policies, collaborating with relevant stakeholders to address non-  
207 compliance issues and implementing corrective actions;

208 **5.2.1.5** providing guidance and training on advertising compliance requirements to university  
209 personnel involved in advertising activities; and

210 **5.2.1.6** reporting on the overall compliance status and recommending improvements to the  
211 advertising policy as needed. This includes providing any required reports to the Utah System of  
212 Higher Education, upon request.

#### 213 **5.3 Advertising Coordinators**





## UTAH VALLEY UNIVERSITY Policies and Procedures

214 **5.3.1** UMC executive leadership and the UMC compliance officer, in consultation with each  
215 university unit, shall appoint a MarCom employee to serve as that unit's advertising coordinator.

216 **5.3.2** In consultation with their advertising coordinator, university units oversee and implement  
217 their own advertising upon the advertising platforms approved by UMC. All advertising  
218 coordinators must submit their unit's advertising proposals to UMC for review and approval.  
219 UMC maintains a list of approved advertising platforms in the *UVU Advertising Guide*, available  
220 on UMC's website: URL LISTING

### 221 **5.4 Advertising Review Requirements**

222 **5.4.1** All advertisements must undergo a review process to ensure compliance with this policy,  
223 laws, and regulations. The review process should involve relevant stakeholders, such as the  
224 marketing department, legal counsel, and other appropriate individuals or committees  
225 responsible for overseeing advertising activities. For specific review and approval procedures,  
226 see the *UVU Advertising Guide*.

227 **5.4.2** UMC is required to maintain records of advertising campaigns, including copies of  
228 advertisements, approvals, and any supporting documentation related to compliance and legal  
229 considerations. For specific procedures, see the *UVU Advertising Guide*.

230 **5.4.3** Records should be retained for a specified period, as required by applicable laws,  
231 regulations, or internal policies. See Utah Board of Higher Education Policy R583.

### 232 **5.5 Appeals of Advertising Decisions**

233 **5.5.1** University employees or entities may appeal advertising decisions, such as disapproval of  
234 their advertising proposal, to the Associate Vice President of UVU University Marketing and  
235 Communications. (For specific procedures, see the *UVU Advertising Guide*.) The decision of the  
236 Associate Vice President of UVU University Marketing and Communications, in consultation  
237 with the Vice President of UVU University Marketing and Communications, shall be final.

### 238 **5.6 Ongoing Monitoring and Evaluation of Advertising**

239 **5.6.1** The University will monitor and evaluate advertising campaigns periodically to assess their  
240 effectiveness, impact, and compliance with this policy, processes, and any style and branding  
241 guides established by University Marketing and Communications. UMC will consider feedback  
242 from target audiences, performance metrics, and any reported concerns to refine advertising  
243 strategies and ensure ongoing compliance.

### 244 **5.7 Advertising Budgets, Funds, and Financial Reporting**

245 **5.7.1** All university entities are required to report all advertising budgets, funds, and financial  
246 reporting to the UMC compliance officer. UMC has authority to establish and require a



## UTAH VALLEY UNIVERSITY Policies and Procedures

247 scheduled reporting process and can also request random audits at its discretion. (For reporting  
248 procedures, see the *UVU Advertising Guide*.)

### 249 **5.8 Training and Education**

250 **5.8.1** UMC has the sole responsibility for training all campus employees and departments who  
251 engage in advertising on behalf of the University. All employees and departments engaged in  
252 advertising are required to attend training in advertising policies, procedures and guidelines set  
253 by UMC. For training schedules and deadlines, see the *UVU Advertising Guide*.

POLICY HISTORY		
<b>Date of Last Formal Review:</b> <a href="#">Click here to enter a date.</a>		
<b>Due Date of Next Review:</b> <a href="#">Click here to enter a date.</a>		
Date of Last Action	Action Taken	Authorizing Entity
	New policy approved through regular policy process.	UVU Board of Trustees

254

\*More information on the formal review can be found in Policy 101 section 4.7.3.



**POLICY 172 EXECUTIVE SUMMARY**

**Policy Number and Title:** 172 Advertising

<b>Date:</b>	July 21, 2021
<b>Sponsor:</b>	Kara Schneck
<b>Steward(s):</b>	Matt Chambers
<b>Policy Process:</b>	Regular
<b>Policy Action:</b>	New
<b>Policy Office Editor:</b>	Cara O’Sullivan
<b>Embedded Attorney:</b>	Greg Jones

**Issues/Concerns (including fiscal, legal, and compliance impact):**

**Note:** This policy will accompany Policy 234 Advertising through the policy review process.

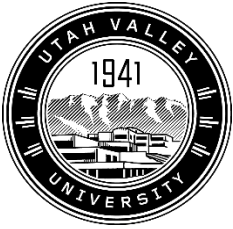
Policy 234 Coordination of Sponsorship and Advertising policy was last updated in 2006. In consultation with the Vice President of Marketing and Communications and their staff, the Vice President of Institutional Advancement and staff assessed the need to update this policy and separate it into two separate policies: one will cover sponsorships (owned by Institutional Advancement) and the other, which will be a new policy, will cover advertising (owned by Marketing and Communications). This executive summary is for the new advertising policy.

**Suggested Changes:**

- Split Policy 234 into two separate policies:
  - Institutional Advancement will update Policy 234 and rename it Policy 234 Sponsorships.
  - Marketing & Communications will create a new policy that will cover advertising. This new policy will be called Policy 172 Advertising.
- Within Policy 172 Advertising, create a process for determining whether a donation should be addressed as a qualified sponsorship, advertising, or exclusive provider.
- Within Policy 172 Advertising, create a process for a transaction with non-charitable elements.
- Policy 172 will include definitions for advertising, non-campus businesses, and commercial enterprises.

**Requested Approval from President’s Council:** Entrance to Stage 1

**Proposed Drafting Committee:** Kara Schneck, Melanie Lafranca, Cara O’Sullivan (embedded editor), Greg Jones (embedded attorney), Matthew Chambers, Jody Birch, Scott Trotter, Chad Foote, John Richards, Aaron Price, and Chris Meeks



**UTAH VALLEY UNIVERSITY**  
Policies and Procedures

**EQUITY ASSESSMENT COMMITTEE (EAC) FORM**

**Policy Number and Title:** 172 Advertising

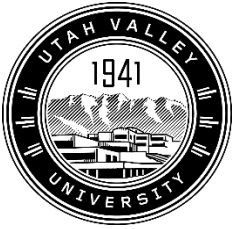
**Sponsor:** Kara Schneck  
**Steward(s):** Matt Chambers  
**EAC Review:** January 27, 2025  
**Owner Review:** January 27, 2025

**UVU Scope (Groups Impacted):**

- |  |  |
|--|--|
| Adult learners   | Pregnancy, pregnancy-related conditions              |
| Age (40+)  | Race and ethnicity                                   |
| Color  | Religion, spirituality, and worldviews               |
| First-generation student status                        | Sex, gender identity, and gender expression          |
| Individuals with apparent or non-apparent disabilities | Sexual orientation                                   |
| National origin and citizenship status                 | Socioeconomic status                                 |
|  | Veteran status (including uniformed military status) |

*Note: This form is for internal use only by the EAC and policy owners (sponsors, stewards, and coordinators). This form captures general equity concerns and those that impact the specific groups listed. This form will accompany the Stage 2 draft.*

Section	Groups Impacted	General Equity	Equity Concern	Recommendation	Policy Owner Proposed Solution
		X	We are concerned that some events may not receive the same amount of advertising as other events because of their subject matter being considered controversial by some university community.	We recommend language that will ensure that all university events receive equal advertisement space and time (including advance notice), providing equal access to all events in accordance with HB 261.	



**UTAH VALLEY UNIVERSITY**  
Policies and Procedures

<b>SUMMARY OF COMMENTS (STAGE 2)</b>			
<b>Policy Number and Title:</b> 172 Advertising			
<b>Sponsor:</b>	Kara Schneck		
<b>Steward(s):</b>	Matt Chambers		
<b>UVUSA</b>	<b>Academic Affairs Council</b>	<b>Faculty Senate</b>	<b>PACE</b>
Date Presented: _____	Date Presented: _____	Date Presented: _____	Date Presented: _____

*Note: Indicate with X whether the comment is editorial (grammar, punctuation, sentence structure) or is a substance comment (content, procedure, etc.)*

Campus Entity	Policy Section	Editorial Comment	Substance Comment	Concern	Sponsor/Steward Response