

BCIT Advertising Policy

Category: Marketing and Communications	Policy Number: 7003	Effective Date: 00-11-06	Related Policies:
Approved By: Board	Executive Responsible: Vice President, Marketing and Communications Maintained By: Director, Marketing and Communications	Amended: 05-09-26	Review Due: 06-09-26

A. Purpose

BCIT recognizes that marketers or other organizations view the Institute community as an attractive market for advertising, promotions or other marketing initiatives.

BCIT is well-recognized throughout the province for its wide range of partnerships with companies and other organizations. BCIT recognizes that there can be significant educational and financial benefits to these partnerships and as such, advertising or corporate recognition in the form of signage or other initiatives may be appropriate on the Institute's campuses.

Uncontrolled and unapproved on-campus corporate advertising or recognition, however, could negatively reflect on BCIT.

On-campus advertising or promotional activities by BCIT undertaken in the context of normal Institute business are exempt from this policy, but continue to be guided by existing guidelines and policies. All other advertising and corporate recognition initiatives are subject to this policy.

This BCIT Advertising Policy is meant to guide the Institute to ensure all recognition-related or advertising initiatives involving BCIT are properly approved and consistent with BCIT's values and public image.

B. Scope

For the purposes of this policy, the term "advertising" encompasses any materials used to advertise or promote an organization, product, service or event, including advertisements in publications, public spaces or on BCIT Web sites, through posters, signs, banners, notices, handbills, flyers, leaflets, e-mails, brochures, samples, give-aways or other promotional devices. This policy applies to all BCIT

physical, electronic and "virtual" space or facilities, including the Institute's intranet and Internet presence.

This policy covers:

- a. Sponsorship and corporate partnership signage and materials
- b. Third-party commercial/retail signage
- c. Political advertising and election advertising on BCIT campuses (municipal, provincial and federal)
- d. Advertising in campus publications, public spaces and on BCIT Web sites
- e. Advertising by charities or for charitable causes
- f. Sampling, give-aways and other promotions
- g. Third-party publications distributed free of charge on BCIT campuses
- h. Use of BCIT internal mail, voice-mail, intranet and e-mail systems for unsolicited non-BCIT advertising and promotion
- i. "Off street" advertising, postering and other activities by individuals or businesses who are not part of the BCIT community

C. Policy Overview

General principles

1. All initiatives involving advertising, promotional/recognition signage or other commercially oriented materials or displays will be evaluated to take into consideration BCIT student life/campus environment and the Institute's role as a public post-secondary educator.
2. Initiatives falling under this policy must not detract from the learning environment and must adhere to and be compatible with established Institute policies, partnership agreements and public image.
3. All initiatives involving advertising, promotional/recognition signage or other commercially oriented materials or displays will be evaluated by the Advertising Ethics and Standards Committee recognizing the needs and vitality of student life on campus.

4. All advertising displayed on campus is subject to Advertising Standards Canada guidelines including but not limited to the Canadian Code of Advertising Standards and the Gender Portrayal Guidelines.
5. BCIT intends to be open-minded with regard to activities that are part of everyday student campus life, including campus clubs, student events, student council information and elections, fundraising or other activities.
6. Sites for advertising signage or structures may be selected only after carefully considering impact on the environment from architectural and aesthetic points of view.
7. BCIT may limit or remove any advertising that promotes services, products or facilities that are in competition with those offered by BCIT.
8. This policy applies to all BCIT campuses and facilities.

Advertising that is not permitted

1. Advertising or promotional materials in classrooms or instructional areas are strictly prohibited.
2. No advertising shall be erected or posted that would raise concern with regard to safety and/or security on campus.
3. Advertising that promotes or encourages alcohol/alcohol use, tobacco products/tobacco product use, firearms or weapons is not permitted.
4. Advertising for the advancement of political purposes, including election advertising, is not permitted except for internal community elections (for example, for the BCIT Student Association, the BCIT Board of Governors, Education Council or bargaining units).
5. Use of BCIT internal mail, voice-mail, intranet, internet portal, and e-mail systems for unsolicited advertising and promotion of non-BCIT-related business is prohibited. BCIT's internal system provides an established forum that is available to faculty and staff to distribute announcements, buy-and-sell listings, community news and other related notices.

Role of the Advertising Ethics and Standards Committee

Through the Advertising Ethics and Standards Committee, BCIT may prohibit or remove any advertising or promotional material on its campuses that is not in compliance with this policy or that the Institute feels is inappropriate for any reason.

D. Guidelines

1. Sponsorship and corporate partnership signage

Notwithstanding that advertising or promotional materials in classrooms or instructional areas are strictly prohibited, where the learning environment has been enhanced through a corporate relationship or partnership agreement, BCIT recognizes that there is a potential for corporate promotion or recognition.

Some forms of short-term event sponsorship, such as BCIT Open House and Shinerama-related activities, are generally considered acceptable providing they adhere to other provisions of this policy.

Signage and other corporate promotion initiatives must be compatible with BCIT's role as a public learning institution and must not detract from the campus environment.

Signage and corporate promotion initiatives must be consistent with other BCIT policies such as the Harassment and Discrimination Policy and the Institute's signage guidelines as laid out by Facilities Planning and Construction. Signage of this nature may be reviewed for appropriateness by the Advertising Ethics and Standards Committee.

2. Third-party commercial/retail signage

BCIT understands that commercial/retail signage is meant to be attention-getting and often eye-catching; at the same time, BCIT is not a traditional retail venue or shopping mall so the presentation of commercial/retail signage must be in keeping with a post-secondary learning environment.

Commercial/retail signage on campus may only be located within the outlet's premises or storefront and is subject to this policy, recognizing existing contractual obligations in place at the time this policy is established.

3. Political advertising and election advertising on BCIT campuses (municipal, provincial and federal)

Election advertising for internal community elections (for example, for the BCIT Student Association, the BCIT Board of Governors, Education Council or bargaining groups) is exempt from this policy.

BCIT is a publicly funded non-partisan post-secondary institution; posting advertisements for the advancement of political purposes, including advertising candidates, parties or positions for municipal, provincial and federal elections, is not permitted.

At the same time, BCIT recognizes the value of political discussion and welcomes organized all-candidates meetings and debates held in a central campus location and open to the BCIT community.

4. Advertising in campus publications, public spaces and on BCIT Web sites

Third-party advertising in BCIT-related publications (such as BCIT calendars/flyers and the BCIT Student Association handbook) and advertising in public areas such as hallways and eating areas has been normal business practice at BCIT for several years. These activities are monitored by the Advertising Ethics and Standards Committee and are subject to the guidelines established in this policy.

BCIT acknowledges that advertising is now a common feature on many web-sites. However the appearance of advertising on educational web-sites is still rare. As such, BCIT wishes to proceed cautiously in this area, while recognising that advertising on BCIT Web sites can be a source of revenue to fund continuing upkeep of the web, support other educational initiatives and serve as an effective communications and information tool.

Therefore, advertising on BCIT's Web sites must meet all the existing provisions of this policy and, in addition, must adhere to the following:

1. BCIT's homepage is the "front door or face" of BCIT and as such will be free of corporate or commercial representation.
2. Advertising that appears on other pages of the BCIT Web site be limited to corporate identity permitted as the result of partnership or sponsorship deemed of benefit to the educational objectives of BCIT students, faculty and staff.

One notable exception to this is the presence of myBCIT, which has been chosen by BCIT as a portal that supports educational activities of the campus community for students and staff. Advertising that appears on this site will be monitored by the Advertising Ethics and Standards Committee to ensure advertising content on this site conforms to the existing provisions of this policy.

3. Non-BCIT commercial promotions or sale of products or services are strictly prohibited.
4. Student classified or "buy and sell" advertising may be considered if it is consistent with the general principles of the policy as they relate to student campus life.
5. BCIT maintains the right to prohibit links to advertising on other sites which are not consistent with BCIT's values and public image.

5. Advertising by charities or for charitable causes

BCIT has an ongoing relationship with certain charities - the United Way, for instance - and each year the Institute undertakes fundraising where members of the BCIT community are asked to contribute to the charity. BCIT students similarly raise money for various recognized charities through a variety of on-campus student organizations. Advertising and promotional initiatives that are part of these fundraising campaigns are permitted on BCIT campuses, provided they adhere to other provisions of this policy.

Other charitable events or advertising on campus will be considered on a case-by-case basis with sufficient lead time for proposals to be reviewed by the Advertising Ethics and Standards Committee.

6. Sampling, give-aways and other promotions

Marketing firms, promotions companies or individuals are not permitted to distribute product samples, give-aways or other promotional items on BCIT campuses without permission. Where permission is granted, the distribution of items shall be limited to centralized campus locations and shall not interfere with student activities, classrooms or normal Institute business.

7. Third-party publications distributed free of charge on BCIT campuses

BCIT recognizes that newspapers, magazines or other third-party publications distributed free of charge on campus may provide a valid service for the BCIT community.

BCIT may prohibit or remove, at the distributor's expense, any publications distributed on its campuses that the Institute feels are inappropriate for the reasons listed in this policy. Distributors must distribute their publications in an orderly fashion and ensure that

publications are neatly presented; publications that are not neatly presented will be removed.

8. Use of BCIT internal mail, voice-mail, intranet and e-mail systems for unsolicited non-BCIT advertising and promotion

Use of BCIT internal mail, voice-mail, intranet, internal portal, and e-mail systems for unsolicited advertising and promotion of non-BCIT-related business is prohibited. BCIT recognizes that from time to time the BCIT Student Association uses the aforementioned channels to promote its products or services to the BCIT community but such activities must adhere to other provisions of this policy and other BCIT policies, Policy 3501 governing Responsible use of Information Technology at BCIT.

9. "Off-the-street" postering and other activities by individuals or businesses who are not part of the BCIT community

Posters, flyers, handbills or other initiatives promoting goods or services by non-BCIT individuals or businesses are not permitted and may be removed at any time at the Institute's discretion.

E. Policy Administration

Overall administration

BCIT's On-campus Advertising Policy shall be overseen through a standing committee, titled Advertising Ethics and Standards, which shall be comprised of 11 members representing the BCIT community:

- BCIT Harassment and Discrimination Advisor
- Director of Campus Planning
- Director of Marketing and Communications
- Two BCIT Students as delegated by the BCIT Student Association
- Technology faculty member (appointed by Vice-president of Education)
- Vocational faculty member (appointed by Vice-president of Education)
- One support staff and one management staff (appointed by Vice-president of Student Services, and Chief Financial Officer)
- One educational manager (appointed by the Vice-president of Education)
- Two volunteers from the BCIT community

Committee members shall determine the committee chairperson.

Implementation and Approval

Stage No. 1: Initial submissions for advertising, promotion or corporate-recognition initiatives shall be sent to the Director of Marketing and Communications and the Director of Campus Planning for assessment against this policy.

Stage No. 2: BCIT's Advertising Ethics and Standards Committee shall meet electronically and in-person as required to consider proposals including:

- New advertising initiatives, approaches, formats or concepts
- Sponsorship or corporate partnership signage on campus
- Third-party retail or commercial signage on campus
- Charitable fund-raising or promotional initiatives at BCIT

Stage No. 3: If the Advertising Ethics and Standards Committee deems a proposal or initiative to be of significant impact and/or sensitive in nature, the committee shall forward its recommendation to the BCIT executive for consideration and action.

BCIT Student Association

BCIT recognizes the unique relationship that it has with the BCIT Student Association as an independent entity conducting its affairs on BCIT campuses.

BCIT also recognizes and respects that in order for the BCIT Student Association to conduct its business affairs there will be various forms of competition, communication with its members in all forms, and relationships (both internal and external) with businesses, clubs and affiliated organizations.

Through its representation on the Advertising Ethics and Standards Committee, the BCIT Student Association will have a voice and a forum for issues related to compliance with this policy.

Community feedback

BCIT welcomes feedback from members of the BCIT community on any advertising or advertising issue. All correspondence regarding on-campus advertising or recognition-related initiative should be directed to the chairperson of the Advertising Ethics and Standards Committee.