

Residence Halls Promotional Guidelines

Department of Residence

Adopted September 2009

In addition to ads in the Northern Iowan, Facebook groups, etcetera, recognized student organizations and UNI departments outside the department of residence who wish to promote their activities to residence hall students have four primary options within the halls:

Options

Location Solicitation

Reserve a common area location in immediately outside dining centers for a limited amount of time on specific days, during which time organization members may provide verbal and print information about an upcoming event or cause. Contact Rialto or Piazza Dining Services to make a reservation: 319.273.2333 (Carol Fletcher)

Permission to hand out materials will be based on the following criteria for those materials, which must be approved at the front desk of the Department of Residence Office PRIOR to making a reservation:

- Include NAME of sponsoring UNI department or recognized student organization.
- The PRIMARY FOCUS must be on the message or event of the sponsoring UNI group. No more than 1/3 of the piece may contain information referencing off-campus sponsors. Those sponsors may not advertise goods or services that compete with those provided by the University.
- The message must REFLECT RESPECT FOR THE EDUCATIONAL MISSION of the University (not send negative messages about people or organizations or their projects, abide by university regulations, be respectful of diverse populations, be in good taste, not promote off-campus living, and not promote the consumption of alcoholic beverages, etc.)

Promotion Through Senates

Organizations that want to promote their events through hall senates must contact the hall senate president to request permission to get on their agenda. The request should be at least one week in advance. A maximum of five minutes will be allocated. Contact information for hall presidents is on the Hall Presidents Directory link in the General Resources section of the CommUNITY website:

www.uni.edu/dor/community

Collections

Student organizations interested in having charitable collection drives in the residence halls are welcome to do so. In order to make the collection process as likely as possible to succeed, these are guidelines for the cooperative effort.

RESERVATIONS: The organizing group must contact Drake Martin (drake.martin@uni.edu) at least 14 days prior to the beginning of the drive in order to receive permission and identify dates of the collection period.

SIZE and SECURITY: The size of the boxes/containers needs to be small enough so a desk staff person could comfortably move it to and from the office, after the office opens and again when it closes.

Containers that will remain in the office during the collection period will be secured in the office at the end of each day. Hall offices are not responsible for lost/stolen items.

DONATIONS: If donated items are not picked up on the agreed-upon date, they will be thrown away. Donated funds not picked up on the agreed-upon date will be given to a local charity.

COLLECTION PERIOD: The period of time for having the boxes/containers available must be for one week, from noon on a Monday to noon on the next Monday. In some cases more than one organization at a time may hold a collection drive.

IDENTIFICATION: The box/container must have a clear, large message on the side that identifies the person and number to call to come get the collected items, once the box is nearly full (if this occurs prior to the end of the week of collections).

NOTIFICATION: Once approval is obtained and collection dates identified, Drake Martin will notify hall secretaries, so they know what Monday-to-Monday dates the boxes/containers are to be in the lobby areas outside the offices.

Mailbox “Stuffers”

The distribution of promotional pieces via residence hall and ROTH Complex mailboxes is allowed (by recognized student organizations and departments ONLY). But, because these kinds of messages are usually just thrown away by potential readers as soon as they get them from mailboxes, **WE STRONGLY ADVISE AGAINST THIS AS A PROMOTIONAL TOOL.**

Approval Criteria

The following are criteria upon which the approval of mailbox stuffers will be made:

- Include NAME of sponsoring UNI department or recognized student organization.
- The PRIMARY FOCUS must be on the message or event of the sponsoring UNI group. No more than 1/3 of the piece may contain information referencing off-campus sponsors. Those sponsors may not advertise goods or services that compete with those provided by the University.
- The message must REFLECT RESPECT FOR THE EDUCATIONAL MISSION of the University (not send negative messages about people or organizations or their projects, abide by university regulations, be respectful of diverse populations, be in good taste, not promote off-campus living, and not promote the consumption of alcoholic beverages, etc.)
- ELECTION “STUFFERS”: If you are running for office, either on or off-campus, make sure those who promote your candidacy know the guidelines above. Also, make sure they know that residence hall staff won’t disseminate election materials to mailboxes during the three days prior to or on election day. If you drop off election materials during those four days, they will be recycled, instead of posted.

If you choose to use this method you must get approval for the insert at the Department of Residence Office in Redeker Center (approval criteria are the same as for flyers, except that inserts must be between 4.75” X 5.5” and 8.5” X 11”). Only one copy per hall needs to be stamped as approved. The numbers of mailboxes in each facility are: 193 in Bartlett, 315 in Bender, 318 in Campbell, 315 in Dancer, 203 in Hagemann, 236 in Lawther, 362 in Noehren, 214 in Rider, 212 in Shull and 154 in ROTH.

Not Options

Flyers and Posters

In order to (a) substantially reduce paper waste*, (b) reduce fire hazard, and (c) improve communication to students, the Department of Residence is no longer accepting materials to be posted within the residence halls.

To help residents stay informed about university activities and business, a limited number of bulletin boards in high traffic areas of each residence hall will be replenished every Monday with an enlarged version of My UNiVerse News. RAs will stress with residents the importance of reading My UNiVerse News online and/or one of the bulletin boards.

All UNI departments and student organizations are strongly encouraged to submit items to My UNiVerse News when attempting to communicate with residence hall students.

(Items that violate Department of Residence policies will be omitted before My UNiVerse information is posted.)

*More than 60, 000 sheets of paper were posted throughout the residence system in 2008-2009.

Email Promotions to Residents Via RAs

Sending event promotion information via email to Residence Life Coordinators—with the intention of having it forwarded to RAs to disseminate to residents—is not an effective means to communicate with residents and will not be permitted. Student organizations and departments should ONLY send information about resources that RAs might be able to use in their roles (e.g. Counseling Center classes and services to use to refer residents).

Solicitation

Door-to-door selling or soliciting of any kind is prohibited, except by residence governments who have received permission from the residence life coordinator.

In-Hall Resident Options

Selling From Your Room

Individuals selling legal items from their rooms may do so, but only with the full approval of the roommate/s. Advertising may be done ONLY on that room's door. No other residence facilities (except bulletin boards in dining center hallways) may be used by individuals to advertise, display or sell products. (RAs are not allowed to sell items from their rooms.)

Product Demonstration "Parties"

While demonstrations "parties" may occur in student rooms, no sales may occur at the time of the "party". Once the seller makes contact with the resident a second time, that resident is strongly encouraged to speak with trusted advisors (parents, hall staff, etc.) prior to signing any contracts or making major purchases.