



RHODES UNIVERSITY
Where leaders learn

POLICY for MARKETING and ADVERTISING **on campus for Student Societies and Clubs**

1. POLICY PARTICULARS

DATE OF APPROVAL BY RELEVANT COMMITTEE STRUCTURE:

Office of Dean of Students: March 2009

Student Services Council: March 2009

DATE OF APPROVAL BY SENATE: April 2009

DATE OF APPROVAL BY COUNCIL: June 2009

COMMENCEMENT DATE: July 2009

REVISION HISTORY:

REVIEW DATE: 3-yearly

POLICY LEVEL: All University students

RESPONSIBILITY:

- IMPLEMENTATION & MONITORING:

* The Dean of Students, through the Student Services Council, will ensure that the various strategies outlined in this policy are implemented.

* Specific task-linked responsibility rests at several levels, as follows:

- Controlling of student society / clubs marketing, sponsorship: Registrar, Dean of Students
- Increasing awareness: Dean of Students, SRC, Sports Administration; Proctors

- REVIEW AND REVISION:

The Policy will be reviewed by the Student Services Council every three years.

REPORTING STRUCTURE: Dean of Students → Student Services Council → Senate → Council

2. POLICY STATEMENT

This policy aims to provide guidelines to ensure that all advertisements and all recruitment drives on campus by organisations, societies and clubs which seek to increase student membership conform to the following principles:

- Orientation Week is devoted to ensuring that students receive sufficient, appropriate information to enhance their chances of academic success, and to assist them to adjust to the social and cultural demands of university life.
- students are young adults, able to make choices about their life-styles, and the University encourages an enlightened, mature and responsible approach to recruitment and advertising which respects each student's rights to make personal choices without any undue pressure
- advertisements should uphold all constitutional rights in terms of the textual and visual messages they convey
- the University espouses environmentally responsible use of resources, and prides itself on its attractive campus. The excessive use of posters and leaflets is therefore discouraged.

POLICY OBJECTIVES:

This policy aims to create and maintain a safe and pleasant campus environment which ensures that the surroundings are aesthetically pleasing. In addition, the policy aims to ensure that students are not subject to any pressure to make particular life-style choices during Orientation week.

3. POLICY IMPLEMENTATION

3.1 Recruitment and marketing during Orientation Week:

- 1 During Orientation Week no societies, be they sporting, cultural or religious, have the right to mount aggressive campaigns to persuade students to join them.
- 2 Unwanted "ambush marketing" of any kind is an intrusion on the personal privacy of our students, whose focus during O-week should be primarily on their academic programmes. New students are reminded that it is their right to resist such approaches by representatives of any such society.
3. Students are encouraged to report any harassment of this kind to the office of the Dean of Students.
4. During Orientation Week the designated area for all societies to publicise themselves and for companies to do their general marketing is the close vicinity and surroundings of the Bantu Stephen Biko Students Union. All such marketing and recruitment drives may take place only on the specific days and between specific hours as announced annually by the office of the Dean of Students after consultation with the SRC.
5. In order to reserve a space, marketers should contact the SRC offices.

3.2 Advertising on campus

1. Advertisements promoting alcohol consumption must be restricted to the Students Union, and must be approved by the SRC in the case of SRC Societies or Sports Admin in the case of Sports Clubs, and the Registrar, whose stamp of approval must be clearly visible on all such posters.
2. In the case of *SRC Societies*, all posters must include the SRC Logo as well as the society's logo and then be stamped by the SRC Liaison or SRC representative. Similarly, all *Sports Clubs* must include the Sports Admin Logo and be stamped by the relevant sports officer. In the case of *Hall-based posters*, the Hall Logo should be included, and the relevant Hall Warden must approve.
3. Any illustration which is potentially offensive to any particular group must be avoided. For example, images which are sexist, racist or homophobic may not be used
4. Adverts may not portray alcohol or female or male bodies as a necessary or desirable adjunct to social or sexual success.
5. The language used in the poster must be similarly neutral and acceptable to all readers. No swearwords, expletives or offensive slang terms may be used. This prohibition also includes the use of asterisks to avoid the explicit spelling of an obviously offensive word.
6. Advertisements shall not use low-cost alcohol or large quantities of alcohol as an inducement to join an SRC society or Sports Club or attend an event.
7. Posters may not exceed A3 size.
8. Each poster must have a clear indication of authorship, contact details and a date of expiry.
9. Posters may **only** be displayed on official notice boards or display areas. Students who put posters on a surface not specifically designated or reserved for this purpose will be in contravention of section 15.34 of the Student Disciplinary Code. Such posters will be removed.
10. Societies / Clubs etc. may display only **ONE** poster per notice board.
11. Outside organisations and companies are not permitted to advertise on campus without prior approval from the Registrar or the appropriate Dean or Head of Department.

3.3 REVIEW PROCEDURE:

The Dean of Students shall set up a sub-committee to reconsider the effectiveness of this Policy at the beginning of 2012. This committee should include the following people, or their nominees:

- Registrar
- Head: Sports Administration.
- President and Societies Counsellor of the SRC
- A University Proctor

The Committee will submit the revised policy to Student Services Council, and then to Senate and Council for consideration. If revisions are recommended and approved,

a copy of the revised policy must be widely distributed and the web version must be updated.

Breaches of the policy will be addressed via the University's Disciplinary Code.