

BROOKDALE COMMUNITY COLLEGE

BOARD POLICY

2.8000

I. Title of Policy

Promotion, Advertising and Sponsorship Policy

II. Objective of Policy

To authorize the President to develop College Regulations to define the scope of permissible promotions, advertising, and sponsorship opportunities at Brookdale Community College, and to establish appropriate guidelines for same.

III. Authority

N.J.S.A. 18A:64A-12

IV. Policy Statement

To establish College Guidelines for Promotion, Advertising and Sponsorship to include all communications, facilities use and collaborative agreements, and to prevent the misuse of same, the president is authorized to establish rules, procedures and guidelines for the promotion, advertising and sponsorship agreements associated with Brookdale Community College.

Except for ads promoting College services, advertising does not constitute an endorsement by the College for the contents of any ad. Advertising is not a free speech issue whereby unsolicited advertisers may demand the right to pay for ads to be placed in or on any particular publication, web site, or signage. Advertising may be limited at the College's discretion and subject to federal and state law.

V. Responsibility for Implementation

President

Approved: Board of Trustees

Effective: