

College Operating Procedures (COP)



Procedure Title: Requests to Advertise to Students, Faculty and Staff
Procedure Number: 02-0205
Originating Department: Office of Marketing & Strategic Communications

Specific Authority:

Board Policy n/a
Florida Statute n/a
Florida Administrative Code n/a

Procedure Actions: Adopted: 01/01/2010; 1/10/2011; 12/16/2020; 01/09/2025

Purpose Statement: This procedure identifies the process for responding to requests from persons or companies outside of the College to advertise to any students or employees of the college.

Guidelines:

This procedure applies to all students, employees of Florida SouthWestern State College, whether full- or part-time, temporary, or permanent.

Procedures:

Non-indigenous organizations shall not use the College as a medium for distributing advertising and other promotional materials; however, the President or a designee may approve distribution in special instances. This does not preclude the use by professors of free instructional materials containing limited or incidental advertising. Such free materials should be curriculum related and non-sectarian in nature.

Student contact information will not be given out to external parties for purposes of advertising.

Please direct requests for information distribution to the Assistant Vice President of Marketing & Digital Strategies/PIO, (239) 432-7372.