



## **Marketing Materials Approval and Placement Policy (Unaffiliated with the KSU Library System)**

### **Purpose:**

The purpose of this policy is to outline the procedures for accepting and placing marketing materials created for promotion of services, resources, programs, and events hosted by entities unaffiliated with the KSU Library System.

### **Requesting Parties**

Those requesting marketing material placement within the KSU Library System should fall into one of the following categories:

- Members/departments housed in the Library Buildings
  - o This includes but is not limited to Museums, Rare Books, and Archives (MARB), The Writing Center (Marietta), etc.
- University Colleges, Departments, or Student Services
- Student Organizations or Clubs

### **Requesting Marketing Material Placement within the KSU Library System**

Those affiliated with the Kennesaw State University community (colleges, departments, student organizations, etc.) who wish to promote their service, program, event, etc., must speak with the Circulation Manager at their preferred KSU Library and/or the Associate Dean. Phone numbers for Library System personnel can be found here:

- o Kennesaw Campus's Horace W. Sturgis Library
  - o 470-578-6662
- o Marietta Campus's Lawrence V. Johnson Library
  - o 470-578-7275
- o Assessment and User Experience Librarian
  - o 470-578-6511
- During your phone call or in your email, please provide your Kennesaw email address, the dates of the event or program being promoted, a brief summary about the event or

program, requested dates to post materials, and a statement stating that you have read and understood this policy.

- Please allow 1 week for the Circulation Manager and/or Assessment & User Experience Librarian to reply to any request.

## Accepting Marketing Materials

### Approval Process

- Marketing materials, including flyers and handouts, must be approved by the Circulation Managers at the Johnson and/or Sturgis Libraries and/or the Associate Dean. It is up to the discretion of the Circulation Manager to approve or deny requested material placement.
  - o Once the Circulation Manager approves the marketing materials, they should notify the Assessment & Communications Librarian via the [librarymarketing@kennesaw.edu](mailto:librarymarketing@kennesaw.edu) email.
  - o If questions arise, the Circulation Managers should reach out to the Assessment & Communications Librarian via phone or email: [librarymarketing@kennesaw.edu](mailto:librarymarketing@kennesaw.edu).

### External Marketing Request Criteria

- Those wishing to advertise in the library should be affiliated with Kennesaw State University. Circulation Managers should use best judgement in their approval/denial decision making.
  - o The Circulation Manager has all right to deny marketing requests if the materials:
    - Are not in line with the KSU Mission and Vision.
    - Promote businesses.
    - Are for personal gain.
    - Are actively selling products or services unaffiliated with Kennesaw State University.
    - Are promoting jobs outside of KSU.
    - Are questionable in intent.
  - o **Please Note:** This list includes examples of materials not to be accepted. Other examples and issues may arise. Each questionable marketing material should be reviewed by the Assessment & Communications Librarian and/or Library Administration for final approval/denial.
- All accepted marketing materials unaffiliated with the KSU Library System should reflect the mission and vision of the Library System and Kennesaw State University.
  - o Materials that do not reflect these beliefs and statements will be denied.

## Placing Marketing Materials

### Promotion Timeframe

- Once accepted by the Circulation Manager, promotional materials may be placed within the library buildings for two weeks or until the event, service, resource, etc., has ended; whichever comes first.
  - o Marketing requests are limited to two weeks of promotion to ensure all accepted marketing materials have a place on the lobby tables for their allotted time. Exceptions will be made on a case-by-case basis by the Assessment & Communications Librarian.
    - Once the Assessment & Communications Librarian has been notified of the approved materials, she will place the event's information (dates, times, type of event, etc.) into a spreadsheet to keep up with material placement timeframes.
    - At the end of the two weeks or the day after the promoted event, marketing materials left at the library will be disposed of unless prior arrangement for material pick up has been discussed with the Circulation Manager.

### Location for Placement

- All accepted marketing materials unaffiliated with the KSU Library System are limited to placing their materials on the provided lobby tables **only**. All other locations are reserved for official KSU Library System marketing.
  - If any marketing materials are found in other areas which they were not approved for, the library staff has the right to take down the materials and dispose of as they see fit.