



## College of Nursing Policy in Regards to the Use of Promotional Items

### Background

Over the last number of years, the College of Nursing has continually expanded promotional item offerings in both variety and quantity to accommodate a number of growing requests from faculty, staff, and students. Taking budget reductions into consideration, the overall cost, sustainability, and end-use of promotional items was reviewed.

Between 2014 and 2019, an average of \$29,170 per year was spent on promotional items province-wide. Going forward, a maximum of \$20,000 per year will be allocated to the promotional item budget.

### Current Promotional Items & Use

Promotional items include, but are not limited to, pens, journals, coffee mugs, clothing, water bottles, etc. Generally, if an item is college-branded it is considered a promotional product. Individual items currently range in price from \$0.50 - \$60.00 per unit and a variety of products are available at all College of Nursing campuses province-wide.

Some examples of the current use of promotional items include gifts we give to guest speakers and Elders, items we use at recruitment and research events, and things we donate to community organizations for door prizes, etc.

### Considerations Surrounding the Use of Promotional Items

College-branded items can be great tools to promote our programs, reinforce our presence in Saskatchewan and give personal thanks, but consideration must be given to the use of the item by the end-user. If the end-user doesn't perceive value from the item, it often ends up in the garbage. College-branded products ending up in the landfill is not the best use of promotional items and has a negative impact on our environment. In an effort to reduce our environmental footprint going forward, consumable and reusable items will be added to the promotional item mix.

Just because promotional items are available, it does not mean they should be distributed carelessly. When requesting promotional items, it is important to think about quantity. For example, when attending an event with 500 people, it is neither cost-effective nor sustainable, to give a promotional product to everyone in attendance. If the end-user doesn't see the usefulness or relevance of the item, they will not keep it. Consider strategic ways to use



promotional items to make sure they are ending up in the hands of the right people, not the hands of everyone. For example, collect entries for a door prize and give away one larger, more valuable item, instead of several small ones.

College-branded items definitely have a place and time for use, but alternatives to traditional promotional items should also be considered. Think about the end-user: a guest speaker may appreciate a gift from a local artist more than a college-branded item. Students may prefer that we plant a tree in their honour or donate to a local organization/charity or nursing scholarship fund rather than spending the allocated amount on traditional promotional items for orientation.

If there isn't a promotional product available that effectively meets the need of the end-user, consider doing something else, more meaningful, in its place.

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### **Policy Purpose**

The purpose of this policy is to ensure the most effective use of College of Nursing promotional items taking into consideration cost-effectiveness, consumption by the final end-user, and our environmental footprint.

### **Who Can Request Promotional Products**

Current College of Nursing employees and students may request promotional items.

### **Acceptable Uses of Promotional Items**

College of Nursing promotional items may be used for the following purposes according to the guidelines specified later in this policy:

- Recruitment
- Gifts for guest speakers, unit managers, instructors, Elders, etc.
- Community outreach and engagement
- Research
- College organized events
- Orientation
- Fundraising/Door prizes
- Miscellaneous (requests to be considered on an individual basis)



## Available Promotional Items for Use

A list of all available promotional products, as well as their dollar value, can be found on the Promotional Item Request Form. Please note that item availability is not guaranteed and may vary depending on timing of the request.

## Guidelines for Promotional Item Use

Taking into account the different groups of people within the College of Nursing who use promotional items, specific guidelines for individual groups have been established.

### College of Nursing Faculty & Instructors

Given the number of faculty and instructors and the varied use of promotional products, it is unfair to assign a maximum dollar value per use per person. Instead, the College of Nursing is assigning a maximum dollar value per faculty and instructor per academic year. Individuals can make the personal decision to use the items for guest speakers, thank you gifts, community outreach and engagement, research, etc.

Requested Use	Dollar Amount Maximum	Request Notes
Instructional Activities, including speaker gifts and thank you items	\$150 per person per academic year	Faculty and instructors to request directly using online submission form
Miscellaneous	Requests to be evaluated on an individual basis	Faculty and instructors to request directly using online submission form

### College of Nursing Staff

College of Nursing staff are permitted to use promotional items for the following purposes:

Requested Use	Dollar Amount Maximum	Request Notes
Recruitment	\$75 per event	Staff to request directly using online submission form
Student Orientation	\$5 per student per academic year	Staff to request directly using online submission form
Clinical Instructor Orientation	\$10 per instructor per academic year	Staff to request directly using online submission form



College Organized Events (alumni reunions, open houses, deans tour, etc.)	\$75 per event	Staff to request directly using online submission form
Thank You Gifts	\$10 per gift; overall maximum of \$50 per academic year per staff member	Staff to request directly using online submission form
Miscellaneous	Requests to be evaluated on an individual basis	Staff to request directly using online submission form

### College of Nursing Undergraduate and Graduate Students

College of Nursing students are permitted to use promotional items as follows:

Requested Use	Dollar Amount Maximum	Request Notes
Door prizes and auction items for fundraisers	\$30 per event	Students to request directly using online submission form
Outreach during clinical placements (ie. Presenting information to a group of high school students)	\$50 per clinical placement per campus per term	Instructors to submit request to the College on behalf of the students using online submission form
Poster presentation	\$20 per event	Students' supervisor to submit request to the College on behalf of the student using online submission form
Student Council Gifts	\$10 per student on council per campus	Student Council President to request directly using online submission form
Miscellaneous	Requests to be evaluated on an individual basis	Students to request directly using online submission form

### Tracking Promotional Product Spending

There will be a centralized tracking system to monitor the distribution of promotional items. For each request received, the person making the request, the item(s) and total dollar value of items requested will be recorded. If the maximum allocation per person or group has been reached, the request will not be fulfilled and the person making the request will be notified.



## How to Request Promotional Items

Promotional items can be requested by filling out the Promotional Item Request Form. Requests must be received a minimum of five business days in advance of required pick-up. An email notification will be generated when items are available.

## Returning Unused Promotional Items

If promotional items have been requested and not used, please return them to the College of Nursing campus where they were picked up. Unused promotional items that are returned will be tracked and credited back to your allocation if applicable.

## Option to Purchase Promotional Items

Recognizing the wide variety of use for promotional products, the College of Nursing understands there may be instances where a person or group may exceed their maximum allocated use, but still require items. In these instances, specific promotional product orders may be requested using a fund specified by the person or group making the request. An example of this is research projects. In some cases, the use of promotional items can be built into grant budgets.

Individual orders of promotional items will be evaluated on a case-by-case basis. There are minimum order quantities, seasonal availability, shipping costs, etc., to take into consideration. If you are interested in purchasing promotional items from your own budget, please email the [College of Nursing Marketing and Communications Specialist](#) to discuss.

## Comments, Questions and/or Concerns

Any comments, questions and/or concerns regarding this policy should be directed to the [College of Nursing Marketing and Communications Specialist](#).