

# Utah Tech University Policy

## 242: Campus Store



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### I. Purpose

- 1.1 To establish that the Utah Tech University (“the University”) Campus Store is the University’s retail and textbook operation affiliated with Auxiliary Services. It includes both brick-and-mortar and online commerce.
- 1.2 To establish policy defining the operations, functions, and responsibilities of the Campus Store.

### II. Scope

- 2.1 This policy applies to all University departments, faculty, staff, students, student clubs, and community members using goods and services employed by the Campus Store.

### III. Definitions

- 3.1 **Custom Insignia/Branded Merchandise:** Merchandise that includes any approved and/or trademarked University athletic and institutional brand as found within the University’s branding guide. This includes but is not limited to made-to-order t-shirts, polo shirts, headwear, jackets, sweatshirts, socks, pens, pencils, stickers, backpacks, drawstring bags, lanyards, pins, sunglasses, etc.
  - 3.1.1 All branded merchandise ordered/sold must adhere to and comply with all the University trademarks and collegiate licensing agreements in compliance with Policy 206.
- 3.2 **Employee Uniforms:** Departmental specific apparel and/or headwear that utilizes approved institutional and/or departmental insignias.
- 3.3 **Inter-departmental Sales:** A transaction of custom insignia/branded merchandise sold within the university community from one department to another department (e.g. selling department/college specific merchandise to another department or student club for a special event).

- 3.4 **Special orders:** Specific merchandise ordered per the special request of the customer's needs and requirements. Special order services are available to all University departments, faculty, staff, students, student clubs, and community members, including but not limited to, general department office supplies, custom insignia/branded merchandise, and employee uniforms (See also 3.1).

#### IV. Policy

##### 4.1 Campus Store Sales to Campus Community

- 4.1.1 The University maintains Campus Store as its exclusive retailer that provides textbooks, general books, office supplies, art supplies, gifts, Apple branded computers and/or products, custom-branded merchandise, special orders, and additional services for the University community. The following exceptions may apply:

- 4.1.1.1 Non-departmental specific and non-custom ordered merchandise is available through the University Marketing and Communication Department's (UMAC) website, which offers general University-branded merchandise intended for promotional and/or giveaway purposes (See Addenda).

##### 4.2 Campus Store Guidelines for Inter-Departmental Sales

- 4.2.1 If a custom insignia/branded item(s) a department wishes to sell fits one or more of the following conditions, a formal written approval is required by the Campus Store Director prior to the sale:

- 4.2.1.1 The Campus Store chooses not to offer the item for resale because of lack of sales space, inability to procure or provide a viable alternative to the requested merchandise, and/or the inability to provide adequate service in a timely manner.
- 4.2.1.2 The item is not available at the Campus Store and/or is unobtainable through special order services.
- 4.2.1.3 Failure to comply with the above guidelines may result in the same actions taken as referenced in section 4.6 of Policy 206.

- 4.3 Academic Textbook Responsibilities of the Campus Store are outlined in Policy 605.

#### V. References

- 5.1 University Policy 206: Trademarks and Collegiate Licensing
- 5.2 University Policy 605: Textbooks

## VI. Procedures:

- 6.1 To receive an estimate on a special order, please visit the Campus Store webpage and submit the appropriate information requested (See Addenda).

## VII. Addenda:

- 7.1 University's branding guide: <https://umac.utahtech.edu/brandingguide/>
- 7.2 UMAC Rentals: <https://umac.utahtech.edu/services/rentals>
- 7.3 Campus Store Special Order Estimates/Requests:  
<http://campusstore.utahtech.edu/SpecialOrders.aspx>

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Policy Owner: Vice President Administrative Affairs  
Policy Steward: Director of Campus Store

### History:

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