

Dixie State University Policy

242 Campus Store



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I. Purpose

- 1.1 To establish that the Dixie State University Campus Store (DSUCS) 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 DSUCS.

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 DSUCS.

III. Definitions

- 3.1 ***Custom Insignia/Branded Merchandise:*** Merchandise that includes any approved and/or trademarked DSU 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 DSU trademarks and collegiate licensing agreements in compliance with DSU Policy 206: Trademarks and Collegiate Licensing.
- 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 campus 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 DSUCS Sales to Campus Community

4.1.1 Dixie State University maintains DSUCS 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 DSU-branded merchandise intended for promotional and/or giveaway purposes (See Addenda).

4.2 DSUCS 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 DSUCS Director prior to the sale:

- 4.2.1.1 The DSUCS 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 DSUCS 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 DSU Policy 206: Trademarks and Collegiate Licensing.

- 4.3 Academic Textbook Responsibilities of the DSUCS are outlined in DSU Policy 605: Textbooks.

V. References

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

VI. Procedures:

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

VII. Addenda:

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

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

History:

Approved: 04/26/96

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