

Off-Campus Property Guidelines

Purpose

The guidelines are intended to create a holistic environment for student engagement, provide current and accurate resources to potential residents to enhance the transition to off-campus living while preserving the mission of The University of Alabama (UA), Student Life, and Housing and Residential Communities (HRC). Indeed, the goal of these guidelines is to:

- to provide notification of The University of Alabama's Facilities & Grounds Use Policy, solicitations guidelines, and Housing and Residential Communities' requirements on distribution, all of which are subject to change at the University's discretion;
- to protect UA students; and
- to treat all properties fairly.

Definitions

For the purposes of these guidelines, PROPERTY includes corporate staff, local staff, student staff, and/or third-party vendors, like marketing firms or street teams.

UA GROUNDS consists of all property owned, leased, or operated by UA, which includes, but is not limited to, the following:

- University buildings
- Fraternity and sorority houses
- Businesses on the Strip
- Residence halls
- Academic buildings
- Publix
- University Recreation fields
- Manderson Landing

A helpful map identifying some local UA property may be located here:

<http://ualabama.maps.arcgis.com/apps/webappviewer/index.html?id=0734b66539684ee799d1dd31fd8d205c>

This map is located on the University Lands, Planning, Design and Management website. Everything outlined in red is current UA property.

University Policies

University policies must be adhered to at all times. It is the property's responsibility to review UA policies for updates as needed and ensure compliance with those policies by all individuals associated with the property.

Approved Marketing Avenues

Properties are approved to engage with the following sources for appropriate marketing:

- The website offcampushousing.ua.edu, operated by contracted third party
- Crimson Tide Sports Marketing

- Paid advertising through Student Media publications and websites
- Housing fairs and other events through HRC
- Promotional items can be worn, but not distributed except at events approved through other approved avenues (this does not include signs on backpacks, billboard backboards, etc.)
- Paid social media marketing

HRC Website

HRC will make good faith efforts to promote the offcampushousing.ua.edu website to drive indirect traffic to properties.

UA's office of Off-Campus Resources (OCR) contracts with Off Campus Partners, and encourages properties to advertise on the UA off-campus housing website, if allowed. Contracts with Off Campus Partners are individual to a property's needs and wants. Properties agree to abide by their contract with Off Campus Partners and any addendums attached by UA, HRC, or Off-Campus Resources. Pricing, availability, and property contacts must remain current on the UA off-campus housing website and with the Off Campus Partners representative to ensure viewers receive accurate information. Failure to maintain current information can result in penalties from UA, as described in this document.

In an effort to allow UA students to make fully informed decisions about their future housing experiences, the ability to list on the website or attend HRC events will be limited to properties who are (1) at least two months past full completion of all construction at their property, (2) have obtained a final Certificate of Occupancy, and (3) are housing occupants within their facility pursuant to active lease terms. The University also retains sole discretion to determine if a property satisfies these requirements.

A property shall neither construe nor use—either directly or implicitly—its participation in UA's website program as an endorsement by The University of Alabama. The University of Alabama reserves the right to remove a property from the website at its sole discretion.

On-Campus Events (including Housing Fairs)

The University of Alabama, in its sole discretion, may invite properties to on-campus events for the purposes of education and rental research for students. Invitation to previous events does not guarantee or imply continued or future invitation. Further, UA, in its sole discretion, may rescind an invitation to an event at any time. A property shall neither construe nor use—either directly or implicitly—its participation in UA events as an endorsement by The University of Alabama.

Properties listed on the OCR website (<http://offcampushousing.ua.edu/>) may be invited to attend at no additional charge. Other properties not listed on the website that have been invited to an on-campus event will pay \$150; refunds will only be given if the property cancels with 48 hours written notice.

Properties in attendance must abide by all UA, HRC, and Ferguson Center policies. HRC cannot validate or provide parking, or be responsible for any tickets or fines incurred. Applications and/or leases may not be completed during HRC housing events on campus.

UA students commit to act with fairness, integrity, and respect, as part of the Capstone Creed. As an **invited guest** of HRC, we expect the same from you.

While at an HRC event, please do not attempt to:

- Recruit a competitor's staff;
- Pass on misleading information or inaccurate information about competitors;
- Leave the confines of the event;

- Persuade students and/or parents to sign a lease or fill out an application on site; and/or
- Distribute items that could be reasonably construed to promote the use of alcohol or other controlled substances (e.g., flasks, shot glasses, etc.)

Harm to students

Do not engage in activities that could cause potential harm to students. These activities include, but are not limited to, the following:

- Send student staff to trespass on private property;
- Direct students to violate UA policy or the UA Code of Student Conduct;
- Encourage a student or incoming student to sign a lease if they are required to live on campus;
- Direct students/student employees or place them at risk by tasking them with assignments that may break the law or violate UA policy, including the HRC solicitation policy and UA Code of Student Conduct; and/or
- Lease properties that have known defects affecting the inhabitability.

Violations of the UA policy include, but are not limited to, the following:

- passing out or leaving any type of promotional/informational materials around or on campus, or any UA building (unless invited)
- posting stickers, posters, or flyers on UA property without appropriate permission
- handing out coupons other than UA sponsored/licensed vendors that have current contracts with UA
- bringing outside food/drink into any UA building (unless invited and approved)
- chalking on any UA owned property without a grounds use permit
- setting up any type of promotional table/tent on UA property without a grounds use permit
- coercing students to visit your table

Scholarships

Any scholarships awarded to UA students, departments, or colleges must be approved and managed by UA's office of Undergraduate Scholarships.

Licensing, Trademarks, and Copyright

All properties are required to comply with University Licensing policies and applicable trademark and copyright laws. Improper use of University marks or images may require action from UA's Licensing office or Office of Counsel.

Properties cannot impersonate The University of Alabama with the intent to confuse the public or students. Properties cannot send marketing materials that claim to be from UA, or that could be implied to come from UA. Properties cannot claim an endorsement from UA without written contract or documentation. Properties should make clear in all advertising materials that they are not affiliated with UA or UA HRC.

Penalties

A property that violates the guidelines will receive written notice of the violation, and a written warning. Written notice can be sent to one property representative, and property staff are responsible for communicating the warning to any other appropriate staff members.

After a property has been warned, Off-Campus Resources may determine further actions as deemed appropriate and proportionate with the property's behavior. Actions may include, but are not limited to:

- Withdrawal of invitation to the next housing fair, or HRC housing event

- Suspension from housing events for one semester, or more
- Removal from offcampushousing.ua.edu website
- Any available legal action

Miscellaneous

These guidelines may be amended without notice as the University deems appropriate in its sole discretion.