



Administrative Policy

Policy Title:	Branded Merchandise		
Policy Category:	Operational, Student, and Financial		
Related Procedure(s)/ Guideline(s):	Branded Merchandise Operating Procedure		
Policy Owner	Vice President for Administrative Services		
Date Approved:	11/9/21		
Review Dates:		Revision Dates:	
Policy Scope:	Employees Students		
Policy Statement:	<p>Purpose Southwest Wisconsin Technical College (Southwest Tech) will preserve its reputation and identity by administering the permissions of those allowed to request, produce, purchase, and/or distribute merchandise carrying the Southwest Tech insignia or affiliated variations of the college's visual brand.</p> <p>This policy will grant Southwest Wisconsin Technical College improved control over its brand integrity by establishing a presentable standard of merchandise dedicated for public consumption.</p> <p>Definition of Southwest Tech-Branded Merchandise Southwest Tech-branded merchandise includes any physical items carrying Southwest Wisconsin Technical College logos, designs, or variations of the college's name, image, or branding</p>		

that are intended for gifting, resale, or other means of public distribution/consumption.

Common examples of Southwest Tech-branded merchandise are:

- Apparel items
- Drinkware
- Gift items
- School/Office Supplies

Branded Merchandise Purchasing Groups

The Southwest Tech Bookstore is the only purchasing group permitted to purchase Southwest Tech-branded merchandise and approve merchandise purchase requests for public distribution.

Branded Merchandise Request Permissions

The following groups are permitted to submit formal requests and utilize college budget for Southwest-Tech branded merchandise:

- Marketing
- Southwest Tech Clubs and Teams
- Student Life
- Southwest Tech Bookstore
- Facilities

Quality Control

To ensure consistency and quality of Southwest Tech-branded merchandise, the Bookstore Merchandising Coordinator is ~~will~~ be responsible for collaborating with Marketing for design quality prior to purchase when deemed necessary. Marketing is responsible for finalizing design-work prior to submitting a merchandise purchase authorization to the Bookstore Merchandising Coordinator.

Not all merchandise requests are guaranteed to be approved by the Bookstore Merchandising Coordinator for purchase. Product cost, availability, quantity, viability, and more are factored into the approval of merchandise requests.

Purchasing and/or distributing Southwest Tech-branded merchandise without the involvement of an approved purchasing group is prohibited.

Branded Merchandise Usage

Branded Southwest Tech-merchandise may be used for:

- Resale at the Southwest Tech Bookstore*
- New-student recruitment
- New-employee onboarding
- Facilities uniforms
- Fundraising for Southwest Tech club and team activities and events [◇]

* The reselling of Southwest Tech-branded merchandise will only be facilitated by the Southwest Tech Bookstore, unless otherwise permitted by the Vice President for Administrative Services or the Director of Fiscal Services/Controller.

[◇] "Fundraising" as described under the "Club Income and Expenses" section of the Club Handbook