April 19, 2017

TSU JAE KING LIU (Chair), Vice Provost of Academic and Space Planning 
LISA ALVAREZ-COHEN, incoming Chair, Academic Senate 
SOLLY FULP, Executive Director, University Business Partnerships & Services 
KEITH GILLESS, Dean, College of Natural Resources 
JESSE GOLDHAMMER, Associate Dean, School of Information 
EMILY MARTINSEN, Campus Architect 
CHRIS PEZMAN, Associate Athletic Director 
DAVID ROBINSON, Associate Campus Counsel 
MIGUEL VILLAS-BOAS, Professor of Marketing Strategy, Haas School of Business 
JENNIFER WOLCH, Dean, College of Environmental Design 
JOHN WONG, Landscape Architect and Member, Design Review Committee 

RE: Campus Commercial Advertising Policy Working Group

Dear Colleagues:

As our university has pursued new revenue streams in support of its mission, corporate sponsorship opportunities have emerged, resulting in concerns about the appropriateness of commercial advertising on campus. Current university policies relating to advertising and commercial activity on campus give significant latitude for the process and scope of campus-level review, approval, and administration of corporate sponsorship programs. (See the attachment for a partial list of relevant policies and regulations.) It is apparent that a campus policy needs to be established to guide decisions regarding such revenue generation opportunities. Therefore, I am constituting this working group to draft a policy to ensure that commercial advertising on the Berkeley campus is consistent with our community values and does not compromise the university's mission or the integrity of the campus environment.

More specifically, the charge to this working group is as follows:

• Develop a draft policy for commercial advertising inside and outside campus buildings and in public spaces, including a review and approval process.
• Develop guidelines for appropriate commercial advertising activities on campus, including design, content, location, placement and types of commercial advertising inside facilities, on building exteriors and elsewhere in the campus environs. These guidelines should serve to minimize adverse effects of commercial advertising on Berkeley's core values, brand and reputation, architectural planning and design, fiscal management, risk management, and fundraising. They should also ensure that commercial advertising on campus is in full compliance with city, state, and federal regulations, as well as university regulations that relate to campus buildings and public space.
• Recommend an administrative structure and reporting process for commercial advertising activities on campus, to ensure the policy and guidelines are followed and updated as appropriate.
The Budget Office and the Division of Academic and Space Planning will staff this working group with Adile Quennarouch and Abram Hardin, respectively, who have detailed background information and expertise to support your work.

I hope that you can submit a report to me by June 2, 2017, and thank you in advance for your service as a member of this important working group.

Sincerely,

Carol T. Christ
Interim Executive Vice Chancellor & Provost

cc: Adile Quennarouch, Director, Finance & Capital Asset Strategies
Abram Hardin, Principal Planner, Academic and Space Planning
Richard Lyons, Dean, Haas School of Business
PARTIAL LIST OF RELEVANT UNIVERSITY POLICIES AND RESOURCES

UC BERKELEY RESOURCES AND POLICIES

Office of Business Contracts and Brand Protection (BCBP): Manages and promotes the campus' brand, including through development and enforcement of contractual provisions.

UC Berkeley Principles for Naming
http://vpsafp.berkeley.edu/media/UCBPrinciplesNamings/une2014.pdf

Use of the University’s Name, Seals, and Trademarks:
http://bcbp.berkeley.edu/use-name-and-trademark/policies/use-name-policy

Commercial Activity and Fundraising:
http://students.berkeley.edu/uga/regs.stm

Regulations Concerning the Use of University Facilities and Services:
http://sa.berkeley.edu/uga/regs

Campus Online Activities Policy:
https://security.berkeley.edu/campus-online-activities-policy

UC SYSTEMWIDE POLICIES AND REGULATIONS

UC Policy on Naming Properties, Academic and Non-Academic Programs, and Facilities
http://policy.ucop.edu/doc/6000434/NamingProperties

Policies Applying to Campus Activities, Organizations and Students (PACAOS): University of California
PACAOS-40
http://policy.ucop.edu/doc/2710524/PACAOS-40

Regulations Governing Conduct of Non-Affiliates in the Buildings and on the Grounds of the University of California -- The Regents of the University of California, Title V, Division 10, Chapter 1, Sections 100000 - 100015
http://policy.ucop.edu/doc/3000127/NonAffiliateRegs