



Promotional, Operational and Financial Support for Learner-Generated Initiatives

Royal Roads University recognizes that learners often undertake a variety of promotional and fund-raising initiatives indirectly linked to their programs of study or student experience. Many of these activities deepen student engagement with their academic learning, and contribute positively to student success.

While RRU appreciates the value of these activities, there are limits to the amount of support the university can provide to learner-generated projects due to resource constraints. The following conveys what support is available and how it can be accessed.

Website Communications

Learner-created websites will be clearly identified as such to avoid confusion with RRU's official website. Learner sites will include the rider:

This website has been created by and for RRU students, and is not an official website of Royal Roads University. For the university website, see www.royalroads.ca

Design templates, along with limited training and consultation, are available for learner websites, should learners wish to avail themselves of this. Technical support for learner-created websites outside of Royal Roads' systems cannot be provided, beyond limited advice and counsel. Requests for website assistance should be made through the Royal Roads Help Desk (<http://computerservices.royalroads.ca/> or computerservices@royalroads.ca).

Request for links from the Royal Roads University website to a learner-created site will be considered by the Web Operations Committee. Students should submit their request, along with a rationale and the url of their site, to the Help Desk as noted above, where it will be forwarded to committee members. A response will be provided within five business days.

If the committee cannot reach a consensus, the request will be considered by the VP, University Relations and AVP & Chief Information Officer. This decision is final. Links from the RRU website to learner-created sites that exist for strictly commercial reasons are not permitted.

Media, Marketing, and Graphic Design Support

Media awareness and publicity for learner-generated events or initiatives will be supported within reason by the Community Relations department. Such support may



encompass advice and counsel, limited editing support, and inclusion of the event in RRU's media communications and distribution.

The availability of media support is determined by the Director, Community Relations. A minimum of five business days is required for advance notice of the support required. Contact Lyn McCluskey at lyn.mccluskey@royalroads.ca

The Royal Roads University advertising budget cannot be used to support advertising for learner events or initiatives. Financial support for other marketing tactics – i.e. printing costs or collateral production – is limited and is dependent upon an assessment of the initiative's value in meeting the university's strategic marketing goals.

The decision for marketing financial support is at the sole discretion of the Manager, Marketing. Inquiries should be directed to Ruth MacKenzie at ruth.mackenzie@royalroads.ca. Student requests should include a rational and, ideally, a prototype of the marketing collateral. A response will be provided within five business days.

Marketing materials to promote learner-generated events and initiatives must be clearly identified as such. Use of the university's logo is governed by policy and procedures on graphic standards, which can be found at <http://www.royalroads.ca/about-rru/the-university/news-events/graphic-standards/>

It is recommended that learners contact Media Technologies (MT) for advice on how and when the RRU logo can be used. Media Technologies does not provide printing, design or audio visual services for learner initiatives and projects.

Sponsorship

University sponsorship is restricted primarily to gifts in kind and waiving of rental fees for RRU facilities. Learners seeking sponsorship of their events and initiatives should consult the sponsorship guidelines found on MyRRU at <http://myrru.royalroads.ca/learners>. Sponsorship application forms and contact information are included with the guidelines. Please contact carol.louch@royalroads.ca for further information.