

## Unit-level Policy

### POLICY NAME: CED Swag Policy

| Authority Title and Review Information: | Name and Date                                     |
|---|---|
| <b>Approval Authority:</b>              | Office of the Dean (College of Education)         |
| <b>Responsible Executive:</b>           | Communications Coordinator (College of Education) |
| <b>Responsible Office:</b>              | Communications (College of Education)             |
| <b>Responsible Officer:</b>             | Communications Coordinator                        |
| <b>Policy Category:</b>                 | Unit-Level Policies                               |
| <b>Effective Date:</b>                  | 8/4/2025  |
| <b>Last Review Date:</b>                | 6/9/2026  |
| <b>Next Review Date:</b>                | 6/9/2027  |

#### I. POLICY STATEMENT

This policy establishes a standard for distributing College of Education branded promotional items (swag) and rental equipment.

The Communications team does not provide free promotional items, except in limited circumstances at their sole discretion. Promotional item request processes, VIP swag requests, rental equipment, and pricing guidelines for reimbursement are outlined in this policy.

#### II. SCOPE

This policy impacts all College of Education faculty, staff, offices, centers, institutes and academic departments. Students and student organizations may not request promotional items or equipment.

#### III. DEFINITIONS

- **Promotional items (or swag)** – College-branded items that are used to promote the college. These include but are not limited to pens, stickers, notepads, highlighters, keychains, etc.
- **Rental equipment** – College-branded tablecloths and banners.

- **Green Carpet Experience (GCE)** – A college-branded display package that includes a 10’ tall backdrop, green carpet and stanchions.

#### **IV. POLICY & POLICY PROCEDURES**

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##### **College of Education-branded Swag**

If a unit is interested in CED-branded swag, Communications has a limited supply of items that can be requested with reimbursement to Communications at the same bulk rate the items were purchased for (see: “Pricing”). Maximum quantities may not exceed 100 of each item for reimbursement. However, the types of swag Communications are able to keep on hand will be limited.

***NOTE: The CED Communications team does not provide free college-branded swag for events, effective August 4, 2025. These events include but are not limited to conferences, orientations, student events, recruitment, and presentations.***

There is a limited selection of free swag for special circumstances, provided at the full discretion of the Communications team. Maximum quantities may not exceed three of each item. These types of circumstances may include VIP guests, guest speakers, door prizes, etc.

Decisions about free VIP swag will be communicated with the requestor within three business days. If the request is denied, units may choose to purchase items from the Communications team at the same bulk rate the items were purchased for.

End of fiscal year requests: **Effective July 1, 2026, all requests for college- and unit-branded swag must be submitted to the Communication team by May 1 for end of fiscal year.** The Communications team will not be able to support swag requests after this date.

Units interested in purchasing swag from the Communications Team may reach out to the Communications team ([coemedia@msu.edu](mailto:coemedia@msu.edu)). For VIP swag, please submit requests [here](#) for consideration. **All requests must be submitted with at least five business days’ notice to be considered.** Email or in-person requests will not be accepted.

## College of Education-branded Print Pieces

The Communications team offers college-branded print pieces (ex: *New Educator* magazine, ranking flyers, Meet the Dean piece, etc.) free of charge up to 50 of each item. Communications also maintains a small supply within general office areas in Erickson Hall and IM Sports Circle at no cost to units.

Please request printed items and restocks for office areas [here](#). **All print piece requests must be submitted with at least five business days' notice.** Email or in-person requests will not be accepted.

## Unit-branded Swag

The Comms team can support units with ordering unit-branded swag. **Units should expect a minimum of 30 calendar days from the request to receive the custom swag in-hand.** Please plan your requests accordingly. If you would like assistance with ordering custom swag, please reach out to Kayla Thompson ([thom2575@msu.edu](mailto:thom2575@msu.edu)).

End of fiscal year requests: **Effective July 1, 2026, all custom unit-branded order requests must be submitted to the Communication team by May 1 for end of fiscal year.** The Communications team will not be able to support custom order requests after this date.

*Note: The College of Education will use university-approved wordmarks and for each unit; no exceptions. The Communications team does not keep unit-branded swag in their library.*

## Rental Equipment

Branded rental equipment (tablecloths and banners) are available for units to rent, free of charge (unless returned damaged).

Review the policies for the Green Carpet Experience and general rental equipment ([found here](#)). Rental agreements must be signed once a semester for general rental equipment and for every rental of the Green Carpet Experience. Rental agreements must be signed and submitted to Kayla Thompson ([thom2575@msu.edu](mailto:thom2575@msu.edu)) *prior to* collecting rental equipment. Failure to do so may result in a rental equipment request being denied.

Submit a request for rental equipment [here](#). All rental equipment requests must be **submitted with at least five business days' notice.** Email or in-person requests will not be accepted.

## Pricing

\*Prices for swag are as follows:

- 3" Stickers - \$0.30 each
- Cell Phone Wallets - \$0.95 each
- Gift Bags - \$0.62 each
- Highlighters - \$0.55 each
- Keychains - \$1.27 each
- Lanyards - \$2.15 each
- Large Capacity Folders (Empty) - \$8.93 each
- Notepads - \$0.38 each
- Pennants - \$1.50 each
- Pens - \$0.42 each
- Standard Capacity Folders (Empty) - \$1.59 each
- Apple Stress Balls - \$1.17 each

\*\*Disclaimer: pricing is subject to change without written notice from the Communications Team.

## V. VIOLATIONS

Failure to complete the Qualtrics form with a minimum of five business days of advanced notice will result in the request being denied, no exceptions.

Email and/or in-person requests will not be accepted and will result in a request denial.

Failure to sign and return rental agreements will result in denied rental equipment requests.

| Action       | Description  |
|--------------|--|
| Issued:      | Communications [August 4, 2025]  |
| Approved by: | Dean Jerlando F. L. Jackson [August 4, 2025]<br>Dean Jerlando F. L. Jackson [June 10, 2026]  |
| Revised:     | September 12, 2025<br>June 9, 2026 – established deadline for fiscal year end requests for college- and unit-branded swag, general formatting corrections<br>June 10, 2026 – Updated pricing to reflect current costs per item |