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For Rent Signs

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For Rent Signs

Submitted by John Weaver

8/13/2010

Question:

Why is the university allowing for rent signs on university campus?

Rationale:

To place these insulting and tacky signs on campus demeans the learning process. Has the university permitted the reduction of an education to the equivalency of renting an apartment or leasing a car? This whole process reduces the important role of the professor to a property owner or a car dealer. Even worse it suggests that as professors we are part of the rental package. It sends the message that books are only a temporary part of a students' life and even then not very important.

Senate Response:

Minutes 9/20/2010: The University Store's "For Rent" Signs for Books: Eddie Mills and Connie Palfy responded. Eddie Mills explained that the University Store was taking a creative approach to marketing. Connie Palfy indicated and quoted the Campus Advertising, Sales, and Solicitation Policy states, "Nothing herein shall prohibit university departments from advertising and promoting their own services or programs on the university campus". Palfy also pointed out that the Regent's Task Force in 2005 encouraged universities to find creative ways to reduce the cost of books on campuses.

Other Response:

8/16/2010: From Eddie Mills: The University Store took a creative approach to marketing a new service that can save students money when acquiring their textbooks. Our marketing signs merely played on the "normal" for rent signs you see around town. We, in no way, intended to

imply that students are renting an education or professors; only the textbooks from which they will work from. Student groups have been asking for a textbook rental program for a few years; so we're using the signs as a short-term marketing effort, to let students know that the program they asked for is now available at the University Store. Please let me know if you need additional information. Thanks. Eddie

From Connie Palfy: The Campus Advertising, Sales, and Solicitation Policy states, "Nothing herein shall prohibit university departments from advertising and promoting their own services or programs on the university campus". This includes all goods and services offered by the University Store and other Auxiliary Services units. Should you need additional information, please let me know. Thank you.