

FUNDRAISING POLICIES & PROCEDURES

Use of Sitting Bull College Name, Logos, Imagery, or Other Identifying Info

POLICY OBJECTIVES

- To ensure reputation of the College is protected by responsible use of College information for any effort in which the College engages that could obtain or jeopardize future obtainment of donations.

SPECIFIC POLICY STATEMENTS

1. As Sitting Bull College name and logo is representative in certain aspects of not only the College, but can be construed as representative of the Standing Rock Sioux Tribe under which the College is chartered and the broader Tribal College Movement to which the College belongs as well as its partners and others, it is therefore important the any representation of the College enhance its image in a way consistent with the Vision and Mission and existing Policies & Procedures and if possible to the benefit of related parties.
2. The Federal Education Rights and Privacy Act (FERPA) shall be looked to as the required standard by which to govern the release any student images or information.
3. The College logo(s) and related information are available for use by general College employees and the employees who use these are therefore responsible for their use and required to, excluding Administration, request permission for large scale efforts from their supervisors and bring forward any questions on usage immediately.
4. Branding standards for approved usage must be followed.

Responsibility:

Administration

Board of Trustees