

## **Recruitment and Outreach (RO) Promotional Items Info Guide**

**The Office of Recruitment and Outreach (RO) is responsible for managing all college promotional items. To ensure that departments receive the correct promotional items/swag, RO requires detailed information and adequate lead time. Each request is funded by the requesting department and approved by the department's supervisor.**

### **1. What are promotional items/swag?**

Promotional items, often referred to as swag, are branded products given away to promote our institution. They aim to increase awareness of LC, attract new students, and retain current ones.

### **2. What items are not considered promotional?**

Promotional items are intended exclusively for giveaways. Items not meant for distribution, such as personalized table covers for programs or departments and staff t-shirts or polos, are not classified as promotional. These types of items are purchased using individual departmental supply funds.

### **3. Why is college swag important?**

Promotional items help keep our institution at the forefront of people's minds. Swag fosters a positive image of the college, attracts new students, and builds pride and identity within our communities. It also plays a crucial role in engaging prospective students and their families, helping to establish meaningful connections.

### **4. What is the purpose of swag?**

The goal is to foster school spirit while enhancing LC's brand recognition and engagement within our communities.

### **5. How does RO determine what to purchase?**

RO focuses on meeting the audience's needs, ensuring items are useful and durable. Input is gathered from current students and high school seniors to understand their preferences. Additionally, RO reviews what other colleges and vendors offer at their events.

### **6. How does RO procure items?**

RO purchases items in bulk. Centralizing the purchase allows us to reduce costs through lower unit prices and decrease shipping and imprint fees.

### **7. Who is eligible to receive college swag?**

Departments and programs with approved events or activities can request promotional items. Budgets for these events have already been allocated. All requests are submitted through the RO's webpage under "Promotional Items" and require supervisor approval.

### **8. Requesting promotional items for an unapproved event/activity**

RO is open to supporting unapproved events if they receive approval from the appropriate VP or AVP. Please note that funds are reallocated from other activities.

### **9. Who can request promotional items?**

Event owners must submit the request unless RO is informed that someone else will do so. The event/activity organizer must also obtain approval from their supervisor.

### **10. Who is ineligible to receive promotional items?**

RO does not provide promotional items for employees. Employees may visit Navigator Nation to purchase swag.

### **11. What does RO not provide?**

RO does not lend supplies like wagons, carts, or personalized recruitment table covers. These items are RO's property and are not considered promotional items.

### **12. How do I submit a promotional request?**

Requests are submitted through the promotional link: <https://www.lee.edu/outreach/promotional/>

### **13. What is the minimum lead time for ordering swag?**

RO requires a minimum of 14 business days to process requests. Due to the high volume of requests and staff frequently off-campus for events, ample time is needed to prepare and fulfill orders. Unfortunately, same-day requests are not accommodated.

### **14. What items are usually in stock?**

RO typically keeps a stock of sunglasses, pens, lanyards, cups, small plastic bags, paper fans, and generic LC table covers. The quantity of available items is adjusted as needed. As the year progresses, stock may become limited.

### **15. How many promotional items am I allowed to request?**

RO will review your request and evaluate the event type, expected audience, and allocated funds to determine the appropriate quantity of promotional items.

### **16. Collecting orders**

RO will notify the requester via phone or email when items are ready for pickup. Please inform the RO office of the person who will collect the items. Due to limited space and the high volume of requests, departments and programs have 48 hours to collect their items. All orders need a signature upon pickup.

### **17. Can departments order promotional items that are not stocked by RO?**

This is handled on a case-by-case basis, depending on the order size. Please contact the Director of Recruitment and Outreach to discuss the event and requested items.

**18. If authorized to order items not stocked by RO, who is responsible for contacting the vendor to obtain a quote and creating the PR and PO?**

Each department or program is responsible for contacting the vendor and obtaining a quote. After receiving the quote, please email it to RO's secretary. RO will arrange delivery of the items to the event owner.

**19. How are shipping and receiving handled for authorized orders?**

Once the items are delivered, provide RO with the shipping label, quantity per box, and delivery date. RO cannot release payment without this information. The event owner is responsible for ensuring all items are received. If items are delivered to the RO office, the department must pick them up, as RO does not offer delivery services.

**20. How can I determine the amount of funds allocated for events?**

Your Associate VP, chair, or supervisor will have a record of the events and the allocated funds. RO can also provide you with this information.

**21. How much funding is left?**

RO will track all purchases and provide updates on your remaining funds once a semester. However, departments are also responsible for keeping a record of their own requests and expenses. Once funds are depleted, no additional promotional item requests are accepted. Please plan accordingly.

**22. What happens if I don't use all the allocated funds?**

RO will use any remaining funds to stock up for the upcoming academic year, ensuring the institution starts the year with a full supply of promotional items. This practice benefits the institution as a whole.

**23. What is the deadline for using all of my funds?**

The deadline depends on the approved events for each department or program. If you need promotional items that are not in stock, please submit your quote at least 5 days before the end of the fiscal year purchasing deadline.