

**SAN JOSE STATE UNIVERSITY
ONE WASHINGTON SQUARE
SAN JOSE, CA 95192**

**S12-4, Policy Recommendation, Appropriate Content for
Material Containing SJSU Logo or Name**

Legislative History:

At its meeting of April 16, 2012, the Academic Senate approved the following policy recommendation presented by Senator Gleixner for the Instruction and Student Affairs Committee.

Action by University President: Approved by
President Mohammad Qayoumi
on May 30, 2012

**Policy Recommendation
Appropriate Content for Material Containing SJSU Logo or Name**

- Whereas Representation of the University to the broader community is an important facet of our reputation, and
- Whereas PD-2008-1 addresses the appearance and placement of the SJSU logo, and,
- Whereas California Education code 89005.5 prevents the use of the CSU name or logo or those of their campuses for commercial purposes.
- Whereas The University name, including those of its Colleges, departments, and student organizations, its logo and color schemes, or those similar to them, represent the University to the broader community.

Therefore, be it resolved that,

The use of any of the above mentioned identifiers with content not aligned with the University as an educational institution or its policies is prohibited. This includes advertising for alcohol and illegal drugs, inappropriate behavior, obscene language and/or images, and derogatory language and/or images. This policy applies to members of the SJSU community including faculty, staff, students, academic departments, ad hoc groups, administrative divisions/departments, alumni organizations, informal

groups and student organizations. External agents must obtain the approval of the University before using the name or logo.

The use of the name and/or logo in teaching, scholarship, or professional duties is excepted, since such content is defined as protected through academic freedom and professional standards.

Student organizations should contact the Office of Student Involvement and/or the Office of Student Conduct and Ethical Development for guidance on appropriate content. Violations of this policy may result in student disciplinary actions or sanctions or legal actions.

Approved:	4/2/12
Vote:	10-0-0
Present:	Bill Campsey, Victor Culatta, Caroline Fee, Stacy Gleixner, Rich Kelley, Marian Sofish, Vivian Souliotis, Katrina Swanson, Sheryl Walters, Ken Wharton
Absent:	Stephen Branz, Yan Yin K. Choy, Gordon Haramaki, Art King, Tanmay Sharma, Arlando Smith
Financial Impact:	None
Workload Impact:	Minimal workload for Student Involvement to advise student organizations about appropriate content