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## ASUB Standard Operating Procedure – 4401

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### Standard Operating Procedure Synopsis

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Title: **PROMOTIONAL ITEMS ORDERING/REQUESTS**

Approval Date: January 12, 2022

Revision Date, if applicable: March 15, 2023

Review Date(s): March 15, 2023

Annual Review Month: January

Responsible Officer (RO): Associate Vice Chancellor for Institutional Advancement

Standard Operating Procedures Manager (PM): Director of Marketing and Public Relations

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### A. Purpose and Scope

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This procedure is provided to instruct the employees of Arkansas State University-Beebe on the process used by the Marketing and Public Relations office to oversee the ordering and inventory control of ASU-Beebe branded specialty materials and promotional items for the college.

Additionally, this document will outline procedures to request promotional items, authorizations required and detail the three levels of branded items and their intended use purposes.

The Marketing and Public Relations office is located in the Dr. Ruth Couch Center, across the street from State Hall. Marketing and Public Relations manages the materials as one aspect of its overall charge for brand management of ASU-Beebe, the college image and uniformity of brand use. This procedure pertains to all employees and campus locations at Beebe, Heber Springs, Searcy and Little Rock AFB.

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### B. Definitions

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*Promotional Items* – Promotional items can be defined as any object bearing the name or logo image of the college, individually packaged and intended to be distributed to prospective students, parents or community representatives as a carry-away reminder of an interaction with one or more ASU-Beebe representatives of events. All promotional items are sent out for bid.

Promotional items are classified into three separate levels. Tier 1- Recruiting, Tier 2- Visitors' Gifts, and Tier 3- Executive Gifts. Tier 2 and Tier 3 promotional items will be charged back to the requesting departments' accounts.

*Specialty Materials* – All specialty material orders of \$20,000 or more are sent out for bid if they are not being distributed to prospective students, parents or community representatives. Otherwise the requesting department would order their items directly from a vendor. Any items such as t-shirts, coffee cups, post-it notes, etc. that will be distributed to prospective students, parents, or community representatives will be put out for bid. The process will start with the Marketing and Public Relations office. The purpose of obtaining bids is to encourage competition in the procurement of supplies and services. It has the further purpose of discovering what a given item will cost, where it can be obtained and when delivery will be made. Specialty materials may also bear the ASU-Beebe name, logo or representation. Specialty materials may not be sold.

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## **C. Procedures**

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**All promotional items and specialty materials are requested through the Marketing and Public Relations office. Information and forms are located on the ASU-Beebe Office 365 SharePoint site under Marketing.**

Requests for both promotional items and specialty materials need to begin the process with the Marketing and PR office.

### **Requesting Promotional Items:**

Promotional items are ordered in bulk quantities and maintained in inventory by the Marketing and Public Relations office from a centralized budget. Promotional items may be appropriately requested to support recruiting and specific community events where ASU-Beebe representatives can use the presentation of promotional item to initiate a discussion of how ASU-Beebe can provide training, education, credentials, etc.

### **Steps in ordering standard promotional items for events:**

1. Go to the ASU-Beebe Intranet.
2. Select **Marketing** on the sidebar.
3. Select **Promotional Items** on the sidebar.
4. Select **Order Promotional Items** in the blue box in the middle of the page.
  - a. If needed, select **Download Promotional Item Catalog** on the promotional item order form. Otherwise, the items are on the order form.

5. Complete the order information as requested on the online form, select items and quantity needed then submit order to begin the order and approval process.
  - a. The online form is designed to be routed from requestor to department supervisor, division dean, associate vice chancellor or vice chancellor for approvals.
  - b. Upon approval, the order is sent to the marketing and public relations office.
6. Upon receipt of the promotional items order, the marketing administrative specialist will review current inventory to ensure sufficient quantities of each item are available to support the request. The marketing administrative specialist may contact requestor to verify quantities requested and consult on appropriateness of items for event, and/or recommend a change to the order.
7. The marketing administrative specialist will notify requestor when order is filled and ready to be picked up.
8. To allow the marketing administrative specialist adequate time to process and pull requested items, update inventory tracking and package the order for pick up, all requests for promotional items should be submitted no less than 48-hours prior to requested pick-up time.

### **Requesting Specialty Materials:**

The process begins with the Marketing and Public Relations office. Specialty materials are frequently specific to purpose, program or event and are purchased from a program, department or division budget, rather than the overall marketing budget.

### **Steps in ordering specialty materials:**

1. Specialty materials Request Form
  - a. Go to the ASU-Beebe Intranet.
  - b. Select **Marketing** on the sidebar
  - c. Select **Documents** on the side bar
  - d. Select file **Promotional Items and Specialty Material Orders**
  - e. Select file **Specialty Materials Request Form**
  - f. Open **Merchandise Request Form** and download the PDF request form
2. Requestor should complete ALL information blocks on the request form, located on SharePoint under Marketing, specifying:
  - a. Product description
  - b. Color (material or logo print)
  - c. Quantity to order
  - d. Artwork choice (full-color/one-color, shield, Vanguard mascot logo)
  - e. Artwork placement

- f. Date needed
  - g. Any other details that might be needed to fulfill the correct production and purchase of the item.
3. If the request form is not complete, or missing an authorization signature, the marketing administrative specialist will contact the requestor and provide needed assistance.
4. **Bid Process**
- a. Once the merchandise request form is completed and reviewed by department supervisor, the marketing administrative specialist will forward the form to purchasing to begin the bidding process.
  - b. Artwork must be verified by the director of marketing and submitted with the merchandise request form.
  - c. Purchasing takes over the request, vendor approval, ordering, receiving and contract completion. If there is a technical question regarding printed materials, artwork, color specification or material variance by a vendor, those questions are routed to the director of marketing for resolution.
  - d. Once the bid has been awarded and pricing has been established, the requestor is notified to enter a requisition.
  - e. Any further work with the vendor regarding artwork will be taken care of by the director of marketing and the marketing administrative specialist.

**Delivery and After-Event Directions:**

All orders are picked up in the Ruth Couch Center on the ASU-Beebe campus unless other arrangements have been coordinated with marketing prior to the event.

At the completion of the event, ALL unused promotional items should be placed back in the container provided by marketing and returned to the marketing administrative specialist for restocking to inventory. Any specialty materials that were ordered through a departmental budget other than marketing are kept by the requesting department.

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**D. Related Information**

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[ASU-Beebe Promotional Item Order Form](#)

[Merchandise Request Form Updated.pdf](#)

[Promo Item Catalog.pdf](#)