

# POLICY NOTIFICATIONS

## Fundraising

Since Sonoran University is a non-profit University, fundraising activities are regulated and restricted. Therefore, all students, student organizations, alumni, volunteers, and employees must comply with the requirements of Sonoran University's Event & Fundraising Policy ([https://my.sonoran.edu/ICS/Campus\\_Life/Campus\\_Leadership/Policies.jnz](https://my.sonoran.edu/ICS/Campus_Life/Campus_Leadership/Policies.jnz)) found on MySonoran. Some of the key provisions of this policy include, but are not limited to:

1. All fundraising events must support the vision and mission of the University.
2. All solicitations for cash, gifts, services, and/or other sponsorships must be approved by the Development Department in advance of requesting such donations.
3. No products or services may be in competition with products and services already, or soon to be, offered by the University.
4. All use of Sonoran University logos or brands for fundraising purposes must be approved by the Marketing Department.
5. Only specific, recognized activities are permitted for fundraising purposes. There are no exceptions for unacceptable activities. A complete list of approved and restricted fundraising activities is included in the Event & Fundraising Policy.
6. All funds raised must be deposited with the University's Business Services office within two (2) business days.
7. Fundraising may occur either on- or off-campus, but the Student Code of Professional Conduct will apply irrespective of location.
8. Fundraisers are limited to no more than one (1) per week for no more than five (5) weeks in a term for any one student club or organization.

Fundraising event requests must meet the criteria found on MySonoran. Questions and/or concerns about all club activities, including fundraising, should be addressed to the Dean of Students ([dos@sonoran.edu](mailto:dos@sonoran.edu)).

## Lobbying and Advocacy

Tax-exempt organizations are limited in their political and legislative activity, even if the lobbying/advocacy activity would contribute directly and substantially to meeting the University's tax-exempt purposes. The tax-exempt status of Sonoran University affects all staff and students.

No political lobbying activity is allowed by any person on behalf of Sonoran University at a state or federal level. Lobbying is also prohibited on Sonoran University premises, using Sonoran University technology, or at any Sonoran University function unless the activity is pre-approved by the President, Business Services Office, and Dean of Students 15 days prior to the event.

## Photographs, Images, and Video Recording

In order to promote all Sonoran University departments, including clinical care facilities, through various media (including broadcast channels including TV, radio, streaming services, University websites, social media, magazines, journals, newspapers, online presentations, and internally developed publications and advertisements) faculty, staff, visiting scholars/scientist and students may be photographed and/or video recorded. Sonoran University retains ownership and reserves the right to publish these photographs and videos.

Photography and video recording are not allowed in the anatomy lab. While Sonoran University supports and facilitates the recording of most classroom and laboratory sessions, permission to record any session remains at the discretion of session instructors with final determination by the program Dean.

Students must obtain permission from the classroom instructor(s) before recording by audio, video, or any other electronic means of any in-person or virtual classroom session. Students who are allowed to record sessions as a part of their accommodations plan still need to inform the faculty that recording is occurring. Sonoran University only allows students to record classroom sessions for their personal educational use. Students are explicitly prohibited from posting recordings online or publicly sharing recorded classroom sessions. Posting any recordings online without written permission will be subject to disciplinary action.

## Social Media and Promotional Guidelines

All Sonoran University students, future, current, or graduate, are expected to represent themselves and the university, in all online, broadcast, and promotional circumstances, in a professional manner that reflects the values of the professional and Sonoran University. These behaviors include professionalism, accountability, integrity, honor, acceptance of diversity, inclusion, respect for differences of opinion, and commitment to ethical behavior.

Moreover, students should be aware that even personal activities could be subject to professional scrutiny when transmitted in a public forum. It is best to present yourself and your profession in an ethical, respectful, professional, and mature manner at all times. As members of a larger Sonoran University community, we expect all community representatives to:

- Use good judgment in anything you post, quote, transmit, or release to the public.
- Post only truthful, scientifically researched, proven, and accurate information, differentiating your personal opinion from fact.
- Maintain HIPAA and FERPA requirements by avoiding personal interaction with patients, past or present, and offering medical advice, especially diagnosis and treatment, even if licensed to practice medicine.
- Avoid misrepresentation of Sonoran University in all public formats.
- Be transparent by using disclaimers distinguishing your views as your own and not those of Sonoran University.
- Do not present yourself as an official representative or spokesperson for Sonoran University.
- Be respectful of others and the diversity of all people.
- Follow copyright and trademark laws fully.
- Do not disclose any patient information, even without the identification of personal information.
- Carefully avoid political endorsements even on personal social media accounts. Endorsements of any candidates or political parties via Sonoran University social media channels are strictly prohibited.
- Comply with all legal restrictions and obligations of all online, broadcast, and promotional sites and weblogs.

## Sonoran University Logo

Sonoran University of Health Sciences name, trademarks, and logos are registered with the United States Trademark Office. Any usage (print, digital, or otherwise) of Sonoran University trademarks must obtain expressed written consent and approval from Sonoran University's Marketing Department. University logos and trademarks must be used precisely as depicted on the registrations with the United States Trademark Office and may not be redrawn or modified in any way. Please consult Sonoran University's Brand Book (<https://www.sonoran.edu/brandbook/>) for guidelines on the use of marks.