The Vice President for Institutional Advancement shall:

(1) Create guidelines for the use of college representations by Columbus State Employees in the course of conducting college business. The college will also create guidelines for the use of representations by non-college employees including, but not limited to, students partner organization, and individuals and organizations using college facilities.

(2) Establish a process for creating and approving representations that fall outside of established guidelines.

(3) Provide definitions and examples of protected representations to guide employees and others using college representations. Guidelines and examples will be maintained in a publicly available place.

(4) Obtain appropriate legal protection for college representations such as copyright and trademark protection.