

ETSU ID BUC\$ Merchant Partnership Policy

ID Services at East Tennessee State University

1. Purpose

This partnership policy outlines the standards and criteria for selecting community merchants to partner with East Tennessee State University's ID BUC\$ Program. The program allows students to use their ID cards as a form of payment at approved off-campus locations, providing convenience while ensuring that these partnerships align with the university's values.

2. Merchant Eligibility Criteria

Merchants interested in partnering with ETSU must meet the following criteria:

- **Alignment with ETSU Values:** Merchants must demonstrate practices that are in harmony with the values of ETSU, including promoting health, wellness, and positive community engagement.
- **Positive Impact on Students:** Merchants should provide services or products that contribute positively to students' academic and personal development. Positive impacts include but may not be limited to: offering products and services requested by students; providing essential services such as food, books and school supplies; providing products and services that contribute to health and wellbeing; connection to the university through employment or entrepreneurship of students or alumni; use of environmentally sustainable practices; and/or offering a student discount.
- **Does Not Conflict with Campus Policies:** Merchants involved *primarily or exclusively* in the sale or promotion of alcohol, tobacco, vaping products, gambling services, or any other items deemed in conflict with campus policies (see appendix) or contrary to the health and safety of the ETSU community will not be eligible. While some merchants (such as grocery stores or restaurants) may offer these products, it is the responsibility of merchants to ensure that these items are not purchased using ETSU ID BUC\$. It is also important for merchants to recognize that ETSU will not promote these products when highlighting their business partnership with ETSU ID BUC\$.
- **Ethical Business Practices:** Merchants must adhere to ethical business practices, including fair treatment of employees, transparent pricing, and a commitment to sustainability.
- **Reputation and Compliance:** Merchants must have a good reputation in the community and comply with all local, state, and federal regulations, including, but not limited to ADA, health department regulations and safety standards.

3. Application and Review Process

- **Application Submission:** Interested merchants may request inclusion by providing details on their business practices, products/services offered, and how they align with ETSU's values and/or meet student needs.
- **Review and Approval:** The ETSU ID Office, in collaboration with other relevant university departments, will review applications based on the above criteria. The review process will also include an assessment of the merchant's willingness to comply with university requirements and purchase of equipment necessary for ID BUC\$ transactions.
- **Contractual Agreement:** Approved merchants will enter into a contractual agreement with ETSU, outlining the terms of the partnership, including any fees, payment processing protocols, and compliance expectations.

4. Monitoring and Compliance

- **Ongoing Monitoring:** ETSU reserves the right to monitor merchant activities continuously. Any breach of the agreement, including the promotion of harmful products or unethical practices, may result in termination of the partnership.

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- **Annual Review:** All merchant partnerships will undergo an annual review to ensure continued compliance with this policy. Merchants may be required to provide updated information as part of this process.

5. Termination of Agreement

ETSU may terminate the partnership with any merchant that fails to comply with this policy or engages in activities that are harmful to students or the university's reputation.

Appendix A: Referenced Policies

[ETSU Smoke-Free Campus](#)

[ETSU Campus Alcohol Policy](#)

Related Forms:

[Merchant Services Agreement Terms & Conditions](#)