

## Guidelines for Corporate Affiliate Use of AICUP Membership Directory & Logos

### FAIR USE POLICY OF AICUP NAME AND TRADEMARKS

A recent incident prompted AICUP to officially develop guidelines for the proper use of the AICUP Membership Directory and various tradenames/logos. Since there are basically three levels of company engagement with AICUP – below there are three specific set guidelines ***If any company deviates from these guidelines and/or does not receive approval from AICUP described below, they will be in breach of their relationship with AICUP can be terminated in their status with AICUP.***



#### **AICUP Corporate Affiliate – a company designation**

The Corporate Affiliate Program is comprised of high quality companies whose support for private higher education is evidenced by their financial support to AICUP, their interest in finding solutions for AICUP members and their firm’s business activities within the membership. Please review the following:

- The AICUP Membership Directory and the contents are proprietary products of AICUP. The contents of this Directory may not, in whole or in part, be reproduced; copied; disseminated; entered into a computer database; used as part of or in connection with the preparation, revision or confirmation of a mailing, telephone, fax, email, or other marketing list; or otherwise utilized, in any form or manner or by any means, except for the user's individual, personal and confidential reference.
- The AICUP Membership Directory should be used for reference purposes only.
- **There should never be “spam communications” to AICUP Member Presidents.** Nor should there be any form of mass communication to others in the directory unless these communications are coordinated with AICUP staff.
- An AICUP Corporate Affiliate can utilize the corporate affiliate logo (see above) in their communication with those on AICUP member campuses referencing their status as a corporate affiliate. Suggested language for these communications is provided below and has been approved by the Member Services Committee.
- In no way should a reference be made to the relationship with AICUP utilizing the words (or variations of) or **implying partnership, endorsement, sponsorship, preference or collaboration.**
- All affiliates are encouraged to utilize AICUP’s monthly eNewsletter, *The Spotlight*, to promote their services, publications, upcoming webinars or other activities.
- Otherwise, for unique circumstances, please consult with AICUP VP Finance and Administration for any interpretation or direction.

**SUGGESTED LANGUAGE FOR CORPORATE AFFILIATES:**

- a) **“XYZ Inc. is an AICUP Corporate Affiliate [and has been since XXXX].”**
- b) **“XYZ supports the Association of Independent Colleges and Universities of Pennsylvania (AICUP) in its mission and service through financial support and participation as an AICUP Corporate Affiliate.”**

**Describe your company in any way you would like but be ultra careful about references to AICUP or the Association’s relationship with your company.**

**Background understanding** Prospective AICUP Corporate Affiliates have applied for this status with an application that includes a description of the company, its business services and an identification of AICUP member reference(s). AICUP staff interviews all prospective corporate affiliates and ascertains these companies to be ethical and supportive of the mission of non-profit higher education in Pennsylvania. Corporate Affiliate status can be revoked by AICUP if the company acts in a manner contrary to the best interests of AICUP and its members; thankfully this a very rare occurrence. But acceptance into the Corporate Affiliate program is not an implied sponsorship, endorsement, recommendation or preference awarded by AICUP. Corporate Affiliates may submit specific, unsolicited and confidential business proposals to AICUP for consideration by AICUP for either 1) AICUP Member Preferred status (AMP) or 2) AICUP Endorsed status.

**Further History --** we have seen many examples of policy/marketing language that coopts the AICUP name (frequently referring to AICUP or AICUP members). This leads the reader to think that AICUP somehow supports, endorses or sponsors the policy/business. Early and frequent references to “AICUP” or “AICUP Members” can imply that AICUP has sponsored, endorsed or agree with the vendors’ message. Please avoid these references.





## AICUP Member Preferred Program – a program designation

The purpose of the AMP program is to provide Corporate Affiliates with an opportunity to offer pricing discounts and/or service enhancements to AICUP members without necessarily considering membership volume in pricing or leverage through aggregation necessary for an AICUP Endorsed Program. **Please remember: AICUP never recommends or endorses or sponsors a company. Rather AICUP is providing an “approval” of a service or program that has been reviewed by the AICUP Member Services Committee. This is a distinction that AICUP takes seriously.**

- Once a company’s program receives AMP status (above), it can utilize the AMP logo in promotion of their program.
- All other uses of the AICUP Membership directory are the same as provided above for Corporate Affiliates.
- It is AICUP’s preference for AMP providers to utilize the monthly eNewsletter, *The Spotlight*, to promote its program. However, single item program communications can be done through AICUP.
- AMP providers may contact those on AICUP member campuses about their program referencing their status as an AICUP AMP provider – but must use the suggested language below.
- In coordination with AICUP, AMP providers can hold webinars and in-person meetings to promote their program.
- Any mass communications or mailings with AICUP members should be done in consultation with AICUP. However, it is preferred that any communication be done through AICUP newsletter/resources.

### SUGGESTED LANGUAGE FOR AMP PROGRAMS

- a) XYZ Inc. is an AICUP Corporate Affiliate [and has been since XXXX].
- b) “XYZ supports the Association of Independent Colleges and Universities of Pennsylvania (AICUP) in its mission and service through financial support and participation as an AICUP Corporate Affiliate.”
- c) XYZ’s program [insert name of program] has received favorable consideration by the AICUP Member Services Committee for its AICUP Member Preferred Program (AMP) Approved by AICUP, this program offers the following services:

[Program services to be described by the company].

**Background understanding** Certain AICUP Corporate Affiliates have been approved for AMP status in an application and due diligence process that includes 1) providing a confidential business proposal to AICUP 2) followed by AICUP staff due diligence with a sub-set of the membership and 3) ends with an affirmative vote by a majority of the AICUP Member Services Committee. Contrary to short-hand language that might be tempting, these companies are not sponsored, endorsed, preferred or recommended by AICUP – **their program proposal is “preferred and recommended” by AICUP, hence the title, AICUP Member Preferred designation.** The AICUP Board is informed by the AICUP Member Services Committee when a business proposal meets this standard. But the AICUP Board is not asked to affirm or endorse the Committee’s decision. Corporate Affiliates with AMP designation may seek further consideration by AICUP by seeking AICUP Board Endorsement (or “Endorsed”) status.

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## AICUP Endorsed Program - a program designation

AICUP-Endorsed Business Efficiency programs are carefully reviewed by the AICUP staff, it's Member Services Committee and finally endorsed by the AICUP Board of Directors. Again, AICUP is never endorsing any company, rather it is providing approval of a program the company is providing.

- The program administrators of AICUP endorsed programs have entered into agreements to use AICUP trade name and trademark to advertise their services to AICUP members. As such, the words and logo, *AICUP Endorsed*, are used to describe these programs.
- All other uses of the AICUP Membership directory are the same as provided above for Corporate Affiliates.
- While it is AICUP's preference for endorsed program providers to utilize the monthly eNewsletter, *The Spotlight*, to promote its program, single item communications can be done through AICUP.
- Endorsed program providers may contact those on AICUP member campuses about their program referencing their status as an **endorsed program provider**.
- In conjunction with AICUP, endorsed program providers can hold webinars and in-person meetings to promote their program.
- Direct mass communication with AICUP members should be done in consultation with AICUP.

### SUGGESTED LANGUAGE FOR AICUP ENDORSED PROGRAMS

- a) **XYZ Inc. is an AICUP Corporate Affiliate [and has been since XXXX].**
- b) **XYZ supports the Association of Independent Colleges and Universities of Pennsylvania (AICUP) in its mission and service through financial support and participation as an AICUP Corporate Affiliate."**
- c) **XYZ also offers an AICUP Endorsed Program [insert the Title of Program]. This program received favorable consideration by the AICUP Member Services Committee and the AICUP Board of Directors following an extensive due diligence process.**

**[Program services to be described by the company].**

**Background understanding** AICUP endorsed programs are generally designated after a review of competing proposals in a formal or informal RFP/RFI process. AICUP Endorsed Programs attempt to leverage volume and create greater economic value to all member participants when the program's volume grows, and/or the business leverages the work of others in the program (think of this as a volume discount or transactional preference based on program volume). This level of AICUP approval is the highest form of AICUP consideration and reflects both the AICUP Member Services Committee's and AICUP Board's affirmative vote. Some (but not all) AMP approved programs may be considered for AICUP endorsed status as/when the program volume grows sufficiently and the economic value is enhanced by a growing leveraged, volume and/or collective activity.