Board Policy

Arizona State University Alumni Association

Constituent Group Communications

Adopted June 29, 2007

The ASU Alumni Association is comprised of varied constituent groups whose purpose is to engage alumni through a variety of affiliations. The ASU Alumni Association Board of Directors and all of its committees, Chapters, Clubs and Sun Devil Connections, are constituent organizations of the ASU Alumni Association that serve as frontline communicators in many scenarios for the association and university. Each person and constituent group shall abide by policies and procedures established by ASU or any governmental entity. ASU Alumni Association staff is also held to the same standards.

Members of all constituent groups and staff shall adhere at all times to the policies and guidelines established herein. Failure to adhere to these policies could be a violation of federal law, adversely impact the Association and result in the loss of non-profit tax status. The Board of Directors shall consider any infractions of the policies outlined as serious breaches of the communications agreement.

Policies/Laws

It is the responsibility of constituent group leaders to abide by all university, state, local and federal agency rules and regulations. Specifically, they include:

Family Educational Rights and Privacy Act of 1974 – (http://www.ed.gov/policy/gen/guid/fpco/ferpa/index.html) Federal law that dictates what information can and cannot be released about students and former students. The ASU Alumni Association does not release alumni e-mail information to volunteers.

CAN-SPAM Act of 2003 – **(**http://www.ftc.gov/bcp/conline/pubs/buspubs/canspam.shtm**)** Federal regulations that establish requirements for those who send commercial e-mail, including Alumni Associations.

Internal Revenue Service 501(c)3 requirements – **(**http://www.irs.gov/charities/article/0,,id=139017,00.html**)** Specific requirements about communication restrictions by non-profit organizations, particularly in relation to political candidates/issues. ASU Alumni Association constituent groups are expressly forbidden to endorse any candidate for office.

ASU Release of Student Information policy – (http://www.asu.edu/aad/manuals/usi/usi107-01.html) Outlines the ASU policy on release of student and former student information.

ASU Computer, Internet, and Electronic Communications policy – (http://www.asu.edu/aad/manuals/acd/acd125.html) Governs the use of ASU computing and communications resources.

ASU Branding Guidelines – (http://www.asu.edu/commguide/) Outlines ASU branding requirements for all departments and affiliate organizations of the university.

ASUAA Alumni Constituent Groups policies – Governs requirements of chapters, clubs and Sun Devil Connections operations.

Additional Communications Requirements

All communications by an ASUAA organization shall display the official ASUAA logo prominently. No secondary logos are allowed except other ASU logos that are deemed appropriate by ASUAA staff.

Communications must meet the graphic standards established by the ASUAA President and Marketing Department. Constituent group variations of the ASUAA graphic standards will be considered on a case-by-case basis and are subject to approval of the Marketing Department and President of the ASUAA.

Constituent groups will use the communications tools provided by the ASUAA. No outside tools will be permitted in communications efforts by ASUAA organizations, including outside e-mail lists.

All communications that are distributed on a regular basis, whether print or electronic, will use the templates provided by the ASUAA.

Web sites will be provided for all chapters and maintained by the ASUAA. Clubs and Sun Devil Connections will have a presence on the ASUAA Web site. With the exception of academic chapters or clubs who may have alumni chapter information on their college or school Web site in addition to the ASUAA chapter site, non-ASUAA Web sites will not be permitted, and existing chapter websites shall be redirected to the ASUAA website provided. Constituent group leaders shall provide regular content updates to staff.

All communications by ASUAA constituent groups will adhere to the highest standards of professionalism. Specifically, no communications shall directly or indirectly market any activity that will portray the Association or university in a negative manner.

All communications by ASUAA constituent groups shall abide by any and all requirements established by the Association in regards to restrictions established in the university alumni database.

All data used for alumni communications must be updated on a regular basis in order to provide and maintain the most accurate contact information for alumni. Mailing lists will be used one time only and then be properly disposed. E-mail listservs will be updated regularly by the Association in a timely manner.

Constituent groups may appoint a communications representative for their organization. This individual shall be responsible for all communications dissemination for the constituent group and be responsible for abiding by all guidelines and policies established herein. The ASUAA will be responsible for providing training for all communications representatives on an annual basis and offering consultation, appropriate feedback and follow-up guidance as required.

Communications and marketing projects that require ASUAA staff assistance shall be handled in accordance with the guidelines established and published annually by the Association.

Any individual displayed in marketing or communications photos of ASUAA organizations must do either of the following:

1. Sign a Model Release Form. Forms will be provided by ASUAA staff and must be disseminated by organization leaders whenever photos are taken. All forms must be submitted to ASUAA staff for archiving.
2. Complete a registration form for an event that provides notice that photographs will be taken at the event and by registering the person is providing permission to use the person's picture in print or online. The registration form must also state that a person may refuse to have the person's picture taken or used. If a person refuses to have a picture taken or used, the person cannot appear in any photo of the event, including the background of any photo.

No photos shall include individuals under the age of 18 without the written permission of the individual's legal guardian.