

Western Academic Leadership Forum

July 2018

COMMUNICATIONS POLICY

To comply with the Western Academic Leadership Forum's bylaws (*Article III, Section 2: Governance by the Executive Committee-e. Communications*), the Executive Committee set this Communications Policy on July 19, 2018.

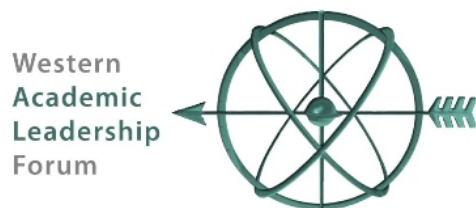
All uses of the Western Academic Leadership Forum's logo and contact lists must be approved by the Executive Committee. The Committee delegates this authority to its Director for the Forum's official activities. For all other requests for the use of the logo and/or contact lists by members and non-members, written approval from the Chair is required. More specifics follow:

1. LOGO

Prior to changing its name to the Western Academic Leadership Forum in 2008 when membership was expanded to include all WICHE states, the Forum was known as the Northwest Academic Forum (NWAFF). Established in 1984 with 11 WICHE states, NWAFF's logo was a gyroscope-like image representing a spinning wheel or disc in which the axis of rotation is free to assume any orientation by itself. It had an arrow through the middle that pointed to the Northwest. When the organization changed its name in 2008, it retained the logo and its colors but modified the direction of the arrow to point due West.

The Western Academic Leadership Forum's logo may appear in the format below. When appearing in color, the image is in green (RGB 61/104/98) with the name of the organization in title case using the Myriad Pro Regular font (gray - RGB 128/128/128, green - RGB 61/104/98). When the image is produced in black and white, the logo must appear in one of the same formats as below.

Horizontal Format (preferred)



Vertical Format



2. LISTSERV

All official representatives of Forum member institutions and organizations are exclusively enrolled in the Forum's listserv—our official communications channel—and they and Forum staff may post messages relevant to the membership at any time using the address: Forum-ALL@listser.wiche.edu . Executive Committee members are also exclusively enrolled in a listserv for communicating and conducting committee business and they and staff may post messages relevant to the Committee at any time using the address: (Forum-EC@listserv.wiche.edu)

3. MEMBERSHIP CONTACT LIST

Member contact information is to be used expressly for the business and activities of the Western Academic Leadership Forum. For these purposes, a copy of the membership contact list can be provided upon request by staff to official representatives of member institutions. Occasionally, non-members may request use of the list for a specific purpose relevant to the membership. In such instances, a copy of the content of the message, description of the distribution method, and proposed timing must be included in the letter of request addressed to the Chair of the Executive Committee. Written approval by the Executive Committee is required in advance of staff providing the list. The contact information may be used only for the message and timing submitted for approval; the information cannot be stored by the requesting party in a database for any additional or future use.

4. SPONSOR ACCESS TO ANNUAL MEETING PARTICIPANT LIST - Policy adopted June 29, 2015

The Forum annual meeting sponsorship program gives **invited** sponsors an opportunity to increase their visibility in a select community. It is an opportunity for sponsors to learn more about the issues academic leaders are facing and to network with them in a smaller and more intimate setting.

Sponsorship levels and the associated benefits will be approved by the Forum executive committee each year at the planning meeting for the annual conference.

The meeting participant list with contact information will be distributed to the sponsors one week in advance of the meeting. Sponsors may request a list without contact information prior to that for planning purposes. Sponsors may not sell or distribute the participant list to any other organization. Sponsors may not schedule any outside activities involving Forum participants that may conflict with the annual meeting agenda.