


Memorandum

TO: Alumni Leaders and Friends

FROM: Tom Martz
President and CEO 

DATE: March 2, 2009

SUBJ: Social Media, Events, and the Trustee Election

I have already communicated regarding the Alumni Association's policy to not endorse and support trustee candidates. Staff and any volunteers representing an alumni chapter, constituent society, or affiliate group may not provide postal or e-mail addresses. In addition, newsletters and electronic communications that mention a particular person's candidacy must also mention all other candidates' names.

Another two points are crucial in order to dispel any inference of partiality:

1. Speakers at alumni events may announce that a particular guest is running for trustee, but the speaker must also mention all other candidates prominently.
2. Some candidates may choose to create social media forums using tools such as Facebook, My Space, or Twitter. Staff, IUAA alumni groups, and individuals acting on behalf of alumni groups and chapters should not join or interact with online support groups.

Again, the IUAA and all of its various groups and organizations must remain neutral in the election process.

This policy is not intended to restrict or hamper alumni, acting on their own behalf, from actively supporting the candidate of their choice.