Memorandum

TO: Alumni Leaders, Staff, and Friends

FROM: John D. Hobson, Interim President and CEO

DATE: March 23, 2010

The IU Trustee Election will be widely promoted via print and electronic media, with a goal of increasing interest and driving voters to the main election Web site, http://TrusteeElection.iu.edu. However, it is the IU Alumni Association’s policy to remain neutral in the election process. The IUAA and all of its various groups and organizations must not endorse or support individual candidates for IU trustee.

Please note the following guidelines:

- Staff and volunteers, representing the IUAA, an alumni chapter, constituent society, or affiliate group, may not provide postal or e-mail addresses to candidates.

- Newsletters and electronic communications that mention a particular person’s candidacy must also mention all other candidates’ names, and direct readers to the election Web site.

- Speakers at alumni events may announce that a particular guest is running for trustee, but the speaker must also mention all other candidates prominently.

- Candidates may choose to create social media forums using tools such as Facebook, My Space, or Twitter. IUAA alumni group/chapter Web sites and pages must not endorse, follow, or “favorite” fan pages or support groups of candidates. Likewise, individuals acting officially or on behalf of alumni groups or chapters should not join, comment on, or interact with online support groups or fan pages.

This policy is not intended to restrict or hamper alumni, acting on their own behalf, from actively supporting the candidate of their choice. However, staff and alumni leaders must remain aware of their affiliation with the IUAA when making individual decisions that could be seen as endorsements.