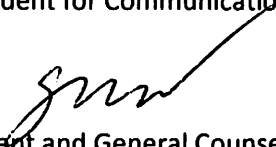


January 25, 2017

TO: Tysen Kendig, Vice President for Communications  
FR: Susan Herbst, President   
CC: Richard Orr, Vice President and General Counsel  
RE: **Delegation of Authority to Approve Endorsement Requests**

The University of Connecticut's Bylaws prohibit the use of the University's name, insignia, symbols, trademarks, wordmarks, or other identifying marks (each an "Endorsement") by any individual or by any group not duly organized as a part of the University without the approval of the President.

On September 1, 2016, the President's Cabinet approved the Policy on Endorsements ("Policy") which establishes a framework for how requests for Endorsements should be handled. The Policy authorizes the President's designees to approve Endorsement requests. A copy of the Policy is attached.

In accordance with the University's Bylaws and the Policy, I delegate to you as the Vice President for Communications the authority set forth below. This delegation is in addition to any other authority delegated to the Vice President for Communications.

**Scope of Delegation**

The Vice President for Communications is responsible for the University's marketing and public relations. The Vice President for Communications is also charged with protecting and promoting the University's institutional brand.

Therefore, the Vice President for Communications shall have the authority to approve or deny all Endorsement requests made by any individual or group not duly organized as a part of the University.

From time to time, you will find yourself reviewing a request that has substantial institutional importance. When considering such matters you should use your best judgment to determine when to consult with the President's office or other members of the cabinet (e.g., General Counsel, Chief Architect, Director of Athletics, etc.) as appropriate prior to approving such Endorsement requests.

Matters in which it would be prudent to consult include, but are not limited to, the following: (1) the matter may create an unfavorable precedent for the University; (2) there is a question as to whether the requestor and the University share the same values; (3) the matter may be of particular interest to members of the public; (4) the matter requires UConn to accept or remit a payment for more than

\$25,000.00; or (5) the matter has other institutional significance.

### **Limitations**

This delegation is conditioned on the fulfillment of the following requirements:

- a. The authority delegated in this document may not be sub-delegated, except that you may sub-delegate to the University Master Planner and Chief Architect the authority to approve project sheets for consultants and contractors that have performed work for the University. Such a sub-delegation must be made in writing and approved by the Office of General Counsel.
- b. Any authority not conferred in the above scope of delegation remains with the President.
- c. To the extent that the scope of any subsequent delegation conflicts with this delegation, the subsequent delegation shall control.

### **Term of Delegations**

- a. The authority provided by this delegation is made to the position with the current title of " Vice President for Communications."
- b. Only the employee serving in this position may exercise the authority provided by this delegation. In the event the position is vacant, the employee serving as the interim Vice President for Communications may exercise the authority provided by this delegation.
- c. From time to time a position's title may change but the function remains the same. A change in title does not change this delegation. The authority delegated to the position named in this delegation shall remain in effect for the position's successors in function.
- d. The authority provided to you by this delegation shall automatically be rescinded upon your separation from the University or on the date you cease to serve in the position described in this delegation.
- e. The authority provided by this delegation is effective immediately.

Attachment: Policy on Endorsements (September 1,2016)

## Policies & Procedures

### Policy on Endorsements

<b>Title:</b>	Policy on Endorsements
<b>Policy Owner:</b>	University Communications
<b>Applies to:</b>	Faculty, Staff, Students, Others
<b>Campus Applicability:</b>	All Campuses
<b>Effective Date:</b>	September 1, 2016
<b>For More Information, Contact</b>	University Communications
<b>Contact Information:</b>	(860) 486-3530
<b>Official Website:</b>	<a href="http://communications.uconn.edu/">http://communications.uconn.edu/</a>

The University of Connecticut is committed to achieving excellence in research, graduate and undergraduate education, teaching and engagement. The University has already attracted national and international recognition for many successes across a wide range of disciplines. As the University continues to grow and build on its many successes, members of the UConn community and external entities will continue to seek to associate themselves with UConn.

As Connecticut's flagship public university, the University must ensure that the University associates itself with individuals, groups and organizations who share our values. All units and employees of the University are responsible for ensuring that the University's reputation and image are not affected by an improper external affiliation.

The University's Bylaws prohibit units and groups within the University from authorizing any individual, group or organization that is not affiliated with the University to use the name of the University without the approval of the President or the President's designee. Typically requests to use the name of the University come from businesses wishing to promote the nature of their business relationship with the University or from individuals, groups or organizations wishing to be recognized as a sponsor of the University or any of its activities.

If you receive this type of request, or anything similar, you should send it to the University's Office of Communications for review.

#### Policy History

Approved 02/03/2016 by the President's Cabinet

This entry was posted in [Faculty](#), [Staff](#), [Students](#), [University Communications](#).

[← Previous](#)

[Next →](#)

### Frequently Viewed

- By-Laws of the University of Connecticut
- By-Laws, Rules and Regulations of the University Senate
- Information Security Policy Manual
- Policy Against Discrimination, Harassment and Related Interpersonal Violence

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### Reportline

The University welcomes and encourages good-faith reporting of compliance concerns and/or seeking advice regarding compliance issues. Visit <http://audit.uconn.edu/reportline/> for more information.