

Title: Project-Based Relationships with Outside Organizations

Rationale or Purpose

From time to time, NAFME pursues relationships with outside entities directed at accomplishing specific projects. A statement of purpose and procedure clarifies the reasons and process by which the association will proceed.

Policy statement

1. Legal Considerations:
 - a. The association will not enter into any relationships that jeopardize the status of the association as a 501(c)3 tax exempt organization.
 - b. All relationships present some exposure of the association to legal liabilities. Consistent with legal counsel advice, the association will work to limit such liability as is appropriate to this policy. All new agreements under this policy will be reviewed by legal counsel to include review of potential conflicts of interest.
2. General Considerations
 - a. Evaluation: Projects undertaken with outside organizations will be evaluated on the basis of the relative benefits and costs to the association and to the profession as a whole. "Benefits and costs" include both fiscal considerations and benefits and costs as measured by the current NAFME strategic plan.
 - b. Projects subject to Executive Director Approval: Projects with outside entities that result in sponsorships, endorsements, unrestricted grants, restricted funds, or member services, will be considered by and approved by the Executive Director in consultation with the National President. Provided however that the following shall apply to endorsements for purposes of this policy, "endorsement" shall mean the use of the NAFME logo or other service marks in promotion of the outside entities' product or service.
 - i. In advance of any endorsement, the staff will review the proposed product or service and provide appropriate materials to the PRC for review.
 - ii. The PRC is authorized to issue an endorsement on behalf of the association.
 - iii. Endorsements are subject to review and may be withdrawn by the association as it deems appropriate.
 - c. Projects with outside entities that result in educational cooperative ventures (that is, that are directly related to the pedagogical interest of the music discipline) that are not professional development events will be subject to review by the Partnership Review Committee (PRC).
 - d. Projects with outside organizations that result in symposia or events that provide professional development in pedagogy will be subject to review by the Professional Development Committee (PDC).

- e. Recognition other than endorsement, where small-scale projects, publications, or products are manifestly supportive of NAFME's goals, the Executive director or his designee may provide a nonexclusive statement of support.
 - f. Licensing agreements will be at the discretion of the Executive Director, consistent with the provisions of this policy.
 - g. Exclusivity: The Association will not enter into exclusive relationships with outside organizations in any specific area of the associations' endeavors except as provided below:
 - i. Projects involving support that must in good business practice come from a single entity. In such cases, the Association will exercise special caution to avoid conflicts of interest.
 - ii. A major title sponsor may require category exclusivity for the duration of the project.
3. Public relations considerations:
- a. The Association will not enter into relationships in which the use of the Association name and any service marks is deemed to reflect badly on the Association by a significant number of members or constituencies.
 - b. The Association will retain editorial control over the use of its name and service marks and may discontinue the use of same at any time.
 - c. Where materials refer to research results, appropriate citation shall be made.
4. Membership considerations:
- a. In the event that the project involves awards or grants to music educators, and where membership cannot be required of participants, the Association's staff, division officers, and officers of State Federated Associations shall encourage membership by such participants.

Procedures

- 1) Proposals for project-based relationships will be by letter directed to the office of the executive director.
 - a) The letter shall note the party making application and be signed by the Society or Council Chair, Division President, or State President or Executive Director.
 - b) Shall note how the project supports the NAFME Strategic Plan
 - c) Shall be accompanied with a process that will ensure a post event report filed within 30 days of the close of the project and noting total attendance or audience (number of members and non-members) and an evaluation instrument appropriate to the project.
 - d) Failure to meet these procedures by the applying party will make future applications void for a two-year period.
 - e) A budget, projected attendance or audience, and marketing plan will accompany the application letter.
- 2) The Executive Director will, in addition to the items above, prepare a Return on Investment (R.O.I) and feasibility summary of the financials for the NEB, including revenue projections, positive or

negative, and any recommendations to protect the corporate and marketing interests of the Association.

- 3) The office of the Executive Director will notify the appropriate governance body of all such applications within ten days of receipt and cause to have prepared for the appropriate governance body materials that demonstrate the extent to which the application meets NAFME Strategic Plan, and any potential financial issues associated with the application including whether or not liability insurance, other than that provided under the general association's liability policy coverage is required.
- 4) Except in exigent circumstances applications shall be received no less than 120 days prior to the scheduled symposia or special event. Exigent circumstances will be determined by the Executive Committee.
- 5) The Office of the Executive Director will notify the applicant of the final disposition of their request.

Scope

This policy statement covers relationships with outside organizations that are directed toward the completion of specific projects.

Definitions

"Letter," in the context of this policy, means hard or electronic copy.

References

Approved By:	NEB, September 2012
Date of Last Revision:	
History:	March 8-10, 2002; October 28-29, 2005; and July 7-8, 2006.