



Alcorn

State University

MEMORANDUM

TO: Deans, Directors, and Chairs

FR: 
Dr. Donzell Lee
Provost and Vice President for Academic Affairs

DA: February 9, 2016

RE: ADVISORY: CAUTION IN "REPRESENTING" ALCORN

This Provost Advisory is a reminder to each of us of the critical distinction between being an "affiliate" of Alcorn State University versus being a "representative" of our great institution. Yes, our status as employees confirms our affiliation with Alcorn. However, technically, only the president—as chief institutional officer—is the official "representative" and spokesperson for the university, as expressly delegated by the IHL Board of Trustees.

Accordingly, no employee may *represent* the university in an (un)official capacity without the president's express written permission, delegation, or authorization (as is the cases of the vice presidents of Academic Affairs, Finance and Administrative Services, Institutional Advancement, Marketing & Communications, and Student Affairs). Particularly given potential reliance interests that might obtain and legal ramifications that may ensue, employees should not act—or give the appearance of acting—on behalf of Alcorn when communicating with governmental officials, industry, media, the public, or third-parties, without express written grant thereto.

To be sure, no employee may use the name of Alcorn State University to imply university endorsement of any personal or business activity without written permission or grant of University executive authority. When employees give opinions in the media or public or popular press, they must state clearly that they are speaking for themselves and not on behalf of Alcorn. Use of university business (tele/cell) phones, computer technology, or networks for private business endeavors are similarly disallowed. Likewise, letters expressing personal views must be written on personal stationery as opposed to university letterhead so as not to confuse members of the marketplace.

All told, any employee wishing to represent the University at any venue or to any audience should submit a written request to the VP for Academic Affairs three weeks prior to the proposed event for penultimate approval. Said request will be dispatched to the Office of the President for final approval. This notification and approval process facilitates compliance with governmental laws and rules; enhances coordination of institutional priorities and efforts; and protects employees. Finally, it safeguards the university's reputational capital, intellectual property, and brand identity.

Please take due caution not to blur the line between affiliation and representation; and, inform appropriate members of your units of this important policy requirement. You may find other policies and advisories at the Academic Affairs homepage: <http://www.alcorn.edu/academics/policies-and-procedures/index.aspx>. Your usual care and cooperation in complying with the above Provost Advisory is appreciated.