

THE UNIVERSITY OF ARIZONA  
**University Committee on Corporate Relations**

Faculty Center  
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**2014-2015 Annual Report**

**UCCR Members:**

Mr. Doug Jones, **CHAIR**, Science/Engineering Library  
Dr. Ara Arabyan, Aerospace/Mechanical Engineering  
Mr. R.D. Castillo, Tech Launch Arizona  
Mr. Fabian Cordova, UA Alumni Association  
Dr. Jennifer Croissant, Gender/Women's Studies  
Dr. Indraneel Ghosh, Chemistry & Biochemistry  
Ms. Elena Gold, ASUA  
Mr. Yan Han, University Library  
Ms. Allixandra Holcomb Gustafson, Trademark & Licensing  
Mr. Joe Lowney, GPSC  
Dr. Paul Sheppard, Tree Ring Laboratory  
Ms. Kathy Whisman, Budget Office  
Ms. Meg Hagyard, UA Foundation (Advisor to the Committee)  
Ms. Stephanie Rosenberg, University Attorney (Advisor to the Committee)

**Charge of the The University Committee on Corporate Relations:**

The University Committee on Corporate Relations makes recommendations to the President of the University (or his/her designee, upon request) about potential or changeable relationships between any part of the University of Arizona and one or more businesses or corporations. These recommendations will always consider how much any proposed new or altered relationship accords with -- or violates -- The University of Arizona Policy on Corporate Relations as approved by the President in a memo to the Chair of the Faculty dated January 29, 1999. This Policy mandates that the committee consider proposals in three areas:

- a. Use of the University's name or symbols by an external entity;
- b. Implied University endorsement of a particular service, product, company, individual; or
- c. Public display of advertisements or other corporate symbols.

The committee is also charged with recommending modifications to this Policy or proposing additional policies, so long as its policy-change proposals are approved by the Faculty Senate before they are recommended to the President.

**Committee actions:**

The committee met three times this year. In addition, Chair Jones and former Chair Andrew Silverman met with VP David Allen and RD Castillo from Tech Launch Arizona and VPR Kim Espy and Associate VPR Neal Armstrong.



No outside issues were brought to the Committee this year for review or consultation. The Committee reviewed and clarified the relationship between UCCR and the University Policy on Corporate Relations which, along with other policies, is being put into a standardized format.

The focus of committee work addressed the role of the UCCR in performing its role ensuring compliance with the University Policy on Corporate Relations in a significantly changed internal University organization and increased activity, as well as a much more comprehensive and rigorous regulatory environment. It seems clear to the committee that the University's increased emphasis on corporate activity in Tech Launch Arizona, the Office of Research and Discovery, and other units may require a different approach to communication and implementation of the Corporate Relations Policy. To this end, the Committee has sent a request for feedback and suggestions (appended) to University and shared governance leaders on how best to address this issue in the changed environment. The responses will provide next year's Committee with useful background information to proceed in one or more areas:

- Education with respect to the Corporate Relations Policy and the UCCR
- Options for appropriate levels of communication and interaction with those engaged with corporations
- Possible changes to the structure and organization of the Committee
- Request for the reaffirmation of the Corporate Relations Policy by the President and her designees
- Recommendations for possible modifications to the Policy or additional policies, as appropriate.

Respectfully submitted,

*Doug Jones*

Doug Jones  
Chair, UCCR

**Attachment:** Request for feedback from University administrators and shared governance leaders.



22 April 2015

David Allen, Vice President, Tech Launch Arizona  
Kim Espy, Senior Vice President for Research  
Teri Thompson, Senior Vice President University Relations & Chief Marketing Officer  
Andrew Comrie, Senior Vice President for Academic Affairs and Provost  
Gregg Goldman, Senior Vice President for Business Affairs and Chief Financial Officer  
James Moore, President and Chief Executive Officer, UA Foundation  
Greg Byrne, Vice President and Director of Athletics  
Melissa Vito, Senior Vice President, Student Affairs and Enrollment Management  
Skip Garcia, Senior Vice President, Health Sciences  
Melinda Burke, President, Alumni Association; Vice President, Alumni Relations  
Lynn Nadel, Regents Professor, Chair of the Faculty  
Zach Brooks & Sarah Netherton GPSC President  
Issac Ortega & Manny Felix ASUA President

SUBJECT: University Committee on Corporate Relations (UCCR)

Dear University Leaders,

I am writing to you in my role as Chair of the UCCR, a University-wide shared governance group established in 1999 through an agreement between the Faculty Senate and then-President Likins (attached). The UCCR is codified in the University Faculty Constitution (attached) and is responsible for ensuring University compliance with the University Corporate Relations Policy <http://policy.arizona.edu/ethics-and-conduct/corporate-relations-policy> (attached).

The Committee recognizes that many significant changes have taken place over the past 16 years internally at the University--as well as in state and federal funding, corporate-university relations\* and the regulatory environment--that impact the implementation of the Policy and the ability of the UCCR to ensure compliance. Therefore, the Committee believes it is both necessary and prudent to re-examine the processes, relationships, communication and commitment required to enable the Committee to fulfill its responsibilities and work with other key stakeholders to ensure compliance with the University's Corporate Relations Policy.

We would like your feedback and suggestions on the following:

- 1) Efforts by units in your respective areas to ensure awareness of and commitment to assuring that the Corporate Relations Policy is being followed.
- 2) Ways in which the UCCR can most effectively communicate with and support individuals or units which may be making decisions within the scope of the Corporate Relations Policy. NOTE: The Committee recognizes that its role and limited resources must necessarily address general, high-level implementation issues and policies. However, the Committee—with broad-based, neutral representation—may, and has over the years, conducted investigations and provided recommendations on complex, sometimes sensitive, individual cases. Committee meetings are closed, except by invitation, and explicit guidelines for confidentiality (when required) are part of the UCCR Bylaws.
- 3) Any additional feedback or suggestions you may have regarding the UCCR, the Corporate Relations Policy or other related issues.

The UCCR will carefully review all feedback received as we consider possible recommendations for changes to the

- University Corporate Relations Policy
- UA Constitution and Bylaws
- UCCR membership, guidelines and activities

Please send all responses to **Barb Kuehn** [bkuehn@email.arizona.edu](mailto:bkuehn@email.arizona.edu) , at the Faculty Center. We would appreciate your response by **May 29, 2015**.

Thank you very much.

Sincerely,

*Douglas Jones*

Douglas Jones, Chair  
University Committee on Corporate Relations, on behalf of the UCCR  
[dejones@email.arizona.edu](mailto:dejones@email.arizona.edu)

\*See for example

(2013) Perkman, Marcus, et al. Academic engagement and commercialization: A review of the literature on university–industry relations, *Research Policy*, 42(2):423-442. doi:10.1016/j.respol.2012.09.007

And the *University-Industry Demonstration Partnership* of which the UA is a member  
[http://sites.nationalacademies.org/PGA/uidp/PGA\\_049074](http://sites.nationalacademies.org/PGA/uidp/PGA_049074)