

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

Faculty Center  
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**2013-2014 Annual Report**

**UCCR Members:**

Mr. Doug Jones, **CHAIR**, Science/Engineering Library,  
Mr. Andrew Silverman, **VICE CHAIR**, Law  
Mr. Morgan Abraham, ASUA  
Ms. Julie Anderson, GPSC  
Dr. Ara Arabyan, Aerospace/Mechanical Engineering  
Mr. Fabian Cordova, UA Alumni Association  
Mr. James Francis, Athletics, Trademarks/Licensing  
Mr. Yan Han, University Library  
Dr. Amy Kimme-Hea, English  
Dr. Paul Sheppard, Tree Ring Laboratory  
Ms. Nancy Smith, Corporate and Business Relations  
Ms. Kathy Whisman, Budget Office  
Mr. Brian Kish, 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 once this year. Two major issues were addressed in the meeting.



Nancy Smith provided an update on the activities of Tech Launch Arizona which includes Corporate and Business Relations, Technology Transfer, the two Tech Parks and an administrative support unit. Expanding the University's contributions, partnerships and interactions with the external communities and organizations is a key part of the *Never Settle* strategic plan and represent a significant new emphasis that will impact research and applications across a broad range of University units.

The committee then discussed the charge of the committee with respect to a variety of needs and expectations. A number of challenges and issues were brought forward including unauthorized use of the UA logo (both internally by colleges/departments and by external organizations), athletic coaches endorsements for businesses as part of their salary packages, crowd funding by UA units, and overall a challenge with providing a single location for policies, guidelines and contacts. Education of various University units about those policies and guidelines was also seen as a concern. Stephanie Rosenberg, new University Attorney and advisor to the UCCR, indicated that this was an area she was planning to explore in the coming year. Others suggested that some University-wide operational structure would be useful for sharing information and improving communication with various stakeholders. Chair Jones said the UCCR would be happy to help with the development of such a structure and explore faculty governance or support that might be appropriate.

Respectfully submitted,

*Doug Jones*

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Chair, UCCR