

Council of Independent Colleges Sponsorship Guidelines

The Council of Independent Colleges (CIC) has a long history of rich, creative, and successful partnerships with companies and organizations that serve independent colleges and universities. CIC seeks to maintain long-term sponsorship relationships that support the sector financially and as expert resources.

CIC accepts support from companies that adhere to the highest standards of business practice and that serve the best interests of independent higher education. Sponsorship of CIC's conferences—including the Presidents Institute, Institute for Chief Academic Officers, Workshops for Department and Division Chairs, and State Councils Annual Conference—enables firms to engage directly with higher education leaders from across the country and beyond. The Presidents Institute and the Institute for Chief Academic Officers attracts the largest number of college and university presidents and chief academic officers, respectively, of all the national higher education associations.

The Culture of Sponsorship at CIC

Sponsorship of a CIC event:

- Facilitates interaction between sponsor representatives and college and university leaders;
- Makes expertise available to college and university leaders and to CIC; and
- Provides financial support for CIC programs and services.

Interaction. Sponsorship provides opportunities for representatives of companies to generate college and university leader interest in products and services. At CIC conferences, sponsors' representatives are encouraged to participate fully in the event, including plenary sessions, concurrent sessions (unless otherwise noted), discussion sessions, meals, and receptions. Not all sponsors have display tables, but those that do are placed in high-traffic areas of the meeting's location that facilitate interaction with participants. College presidents and senior administrators appreciate the development of individual relationships with sponsors but tend to avoid aggressive impersonal sales pitches. CIC above encourages an atmosphere of relaxed professional development and renewal.

The following guidelines help to make the interactions of sponsors and campus leaders productive and positive:

- Sponsors at or above the *Major Donor* level at the Presidents Institute (or the *Donor* level at the Institute for Chief Academic Officers) may request an up-to-date participants list with either mailing or email addresses from CIC in advance of the meeting **for a one-time use**. CIC asks that these not be used for mass marketing but rather for targeted outreach and invitations to one on one meetings or sponsored events. A complete list is available to all in the Guidebook app.

- Sponsors may offer promotional gifts of only token value to individual institutional leaders. Gifts and materials should not be delivered to participants' hotel rooms.
- Sponsors may host dinners or other events that do not conflict with any scheduled meeting events. Sponsors who wish to host dinners must notify CIC staff prior to contacting the hotel caterers. CIC staff are not permitted to accept invitations to these events.
- Displays at sponsors' tables (available at certain sponsorship levels) should not exceed the width of a 6 ft. display table.
- CIC institutes are member oriented and driven. It is important that presidents and other administrators feel comfortable enough to be candid in their comments and because the time allotted for questions is limited. CIC asks that sponsors refrain from speaking publicly in the Q and A portion of plenary and concurrent sessions.
- To keep an appropriate balance between campus leaders and sponsors, CIC limits the number of sponsor representatives according to the sponsorship level. Only registered sponsor representatives are welcome to participate in CIC meetings.

Expertise. Individuals from sponsoring organizations are also an excellent source of valuable knowledge and information for CIC and its members, and CIC events make use of this expertise in several ways.

- All sponsors have the opportunity to share their expertise one on one with participants; where appropriate in fulfilling Institute goals, some sponsors may also be asked to share their expertise formally on the program. CIC occasionally invites individuals from sponsoring companies to participate as presenters in program sessions. These invitations are based entirely on programmatic needs and individual expertise, not on level or longevity of sponsorship.
- Proposals for Institute sessions should be submitted months prior to the meeting or in response to a call for proposals.
- There are no sponsor-organized sessions for which the sponsor selects the content and speakers.

Financial Resources. Sponsorships for CIC programs and services provide valuable financial resources that increase the quality of CIC initiatives and help to keep registration fees low for member institutions. Currently, CIC accepts sponsorships for the annual Presidents Institute, Institute for Chief Academic Officers, Workshops for Department and Division Chairs, and the State Councils Annual Conference. CIC includes the name of the sponsoring companies in a variety of promotional and program materials about CIC events. At certain sponsorship levels, special naming opportunities may be available.

Retired Presidents. Firms that provide services and advice to independent colleges often make the sensible decision to hire retired presidents as consultants. Retired presidents who are employed by sponsoring firms must register and participate as representatives of those organizations rather than as retired presidents.