

8. Communications

8.1 Editorial and Publication Standards

8.1.1 Web Site

The primary purposes of the web site are to serve as a communications source and as a reference piece. A user should be able to access information about the Association, and its members, programs, services, and history.

The web site should include the following information:

- a. Listing of past presidents.
- b. Listing of honorary members.
- c. Award recipients.
- d. Listing of each active member with address, institution, telephone number, e-mail address, and fax number.
- e. Executive Board, committee chairpersons, and liaisons.
- f. By-Laws of the Association.
- g. Policy and Procedure Manual.

8.1.2 Annual Conference Programs

The annual conference programs will be distributed to each person who attends an annual conference and should include the following information:

- a. The names of members of the current elected officers, committee chairpersons and liaisons, members of the Conference Committee, and members of the Local Arrangements Committee.
- b. Daily schedule of sessions, events, and activities.
- c. A brief description of each of the sessions, events, and activities.
- d. The names and titles of speakers, moderators, and presenters.
- e. The locations of sessions, events, and activities.
- f. A listing of the names and addresses of conference sponsors.
- g. Announcement of the dates and location of the subsequent conference.
- h. Listing of past presidents.
- i. Listing of past award recipients.
- j. Listing of honorary members.

8.2 Copyright Policy

Copyright policies are designed to protect the work of the Association and to ensure that users give proper credit to its authors.

8.2.1 General Copyright Policy

All documents written and published by AASFAA are considered to be copyrighted. It is not necessary to register these publications with the copyright office for them to be copyrighted. However, the Board may determine that certain publications be formally registered through the Copyright Office. In these cases, it is the responsibility of the Secretary to register such publications with the U.S. Copyright Office in Washington DC.

All AASFAA publications must contain a copyright statement which includes the publication date, and the following statement:

Copyright, AASFAA, Inc [date]

Instructions and sample forms for this purpose may be obtained from the Secretary. The materials and completed forms are to be mailed to:

Register of Copyrights
Copyright Office
Library of Congress
Washington, DC 20559

8.2.2 Music Copyright Policy

Under the United States Copyright law, the public performance of copyrighted music requires permission from copyright owners or their licensing agent. All associations that use either live or recorded music at conferences or other meetings are also included by this law.

The BMI (Broadcast Music Incorporated) and ASCAP (American Society of Composers, Authors, and Publishers) release license agreements which they will enforce with respect to associations. BMI and ASCAP are the largest licensing agents and together cover about 95% of the copyrights of music currently in use.

For four or fewer events each year, the Association can simply inform ASCAP of the event and submit the appropriate fee within 30 days of the event. BMI requires that for more than one event annually, the Association submit reports quarterly with the appropriate fee within 20 days of each calendar quarter.

The Association will submit the licensing agreements and fees in accordance with ASCAP and BMI requirements. When advantageous to the Association, multiple year contracts will be submitted. It will be the responsibility of the Treasurer to submit the contracts with the appropriate fees.

Further information on association licensing agreements may be obtained by call BMI or ASCAP directly.

BMI 1-800-669-4264

ASCAP 1-800-627-9805

8.3 Electronic Communications

AASF AA utilizes various forms of communications to report information, programs, and services to the membership and its affiliated institutions, agencies, and constituencies.

1. ListServe. The AASF AA listserv discussion group has been established as a communication tool to allow for the timely exchange of information and problem resolution by AASF AA members.

The primary purpose of the AASF AA Listserv is to facilitate communication by and between AASF AA members regarding topics related to the administration of student financial aid.

Topics of discussion might include: automation within the professional community, the use of professional judgment, interpretation and impact of federal regulations, and institutional policies and procedures. The posting of aid-related position vacancies is also permitted. Most topics associated with professional administration are fair game for discussion.

When communicating through the Listserv, ethical behavior should be observed at all times, and no behavior should take place over the Listserv that would be considered inappropriate for a face-to-face meeting. Failure to adhere to this standard of conduct may result in loss of access to the Listserv or more severe action, depending on the circumstances.

Certain discussion items are NOT appropriate for this discussion list. These include non-administrative related discussions and inappropriate private (personal) business matters. All marketing and advertising for individual businesses are prohibited. Questions regarding the use of this Listserv should be directed to the Technology Chair with any further review to the Executive Board. Penalty for misuse of this service is at the discretion of the Technology Chair and the Executive Board.

The AASFAA Listserv is not to be used to advertise, market, or to otherwise promote products or services.

For advertising and marketing opportunities, contact the AASFAA Vendor/Sponsor Coordinator for sponsorship opportunities.

The AASFAA Listserv may be used for announcements of job changes, but such announcements must be informational only (e.g., new company, titles, new phone/fax number(s), new e-mail address) and should not include any additional information, promotional or otherwise about the hiring entity.

The use of the AASFAA Listserv for announcement of employment opportunities for financial aid professional is permitted. Such posting should be for informational purposes only, and should not include promotional information about the institution or company.

Any Listserv communication that could lead to the unnecessary congestion of the network or that might otherwise interfere with the work of others is not permitted. Examples of such communications include virus warning, email scam warnings, and "chain" letters.

Exceptions to this policy can only be approved by the AASFAA Board.

The Board and committee chairs shall use this type of communication to provide information to Board members and other committee chairs included on the Listserv. The chair of the electronic services committee maintains the Listserv. The ongoing maintenance of this Listserv should have as much continuity as possible and movement of the responsibility should be kept to a minimum. There should be a backup person assigned to assist or to assume responsibility for the maintenance of the Listserv.

Parents and students would best be served by directly contacting the administrators at the institution of their choice.

2. Web Site. AASFAA shall maintain a web site to provide informational materials pertaining to the Association, such as its programs, activities, services, meetings, workshops, and conferences.

Content should reflect the Association's mission and goals. Graphics and pictures should be kept to a minimum to ensure rapid delivery of the pages. The useful life span of the content should be a maximum of two years; older materials should be archived with the ability to retrieve them as needed.

8.4 Advertising

Advertising offers businesses and vendors an opportunity to market products and services to the membership. Additionally, the Association gains part of its operating funds through fees paid by businesses and/or vendors. As such, it is incumbent upon the Board to establish guidelines to ensure that the quality, quantity and content advertisements complement the mission of the Association.

8.4.1 Content of Ads

Corporate entities serving the student aid profession are invited to advertise in the membership directory and the annual conference programs.

Editors of publications should use discretion, however, in evaluating the suitability of ads provided for publication as well as the reputation of the advertisers -- giving preference to members whenever possible.

Only advertisements for products or services that provide direct or indirect benefit or utility to the financial aid community shall be allowed.

The following are a few examples of advertisers that meet this guideline and, therefore, should be sought:

- * banks (student loan division),
- * billing agencies,
- * collection agencies,
- * attorneys,
- * guarantee agencies,
- * secondary markets,
- * computer hardware and software manufacturers,
- * business forms suppliers,
- * management consultants,
- * hotels, and
- * office product suppliers.

Any advertisement that does not meet this guideline should not be allowed. It is impossible to list all the ads that are inappropriate. Currently, the Association does not include classified ads in any publications. In the event such ads are recommended by the Executive Board, rates will be established. For ads that are considered appropriate, the Sponsor Coordinator, in conjunction with the editor of the specific publication, should determine if the ad meets the Association's publication standards. Together, they will have the authority to accept or reject ads for that publication.

The only exception to the guideline shall be for ads from nonprofit, charitable organizations that provide a community service. These ads shall be considered public service ads and will be allowed on a space available basis. Some common examples would be the Laubach Society, and the Reading is Fundamental Program.

8.4.2 Advertising Parameters

- a. The Association will accept no advertisements for the New Aid Officers' Workshop Agenda/Program, other than those used to acknowledge sponsors and donors for this activity.
- b. To preserve the integrity of publications, the total amount of advertising space allotted should be controlled to ensure there is not a disproportionate number of ads compared to other information and the number of ads do not detract from the quality of the publication.

8.4.3 Conference Programs

The conference programs include a listing of all Association sponsors. Should one sponsor agree to underwrite all direct and indirect production costs of a conference program, advertising will be limited to that sponsor provided all publication costs and the published full-page advertising rate for the publication are covered. The Conference Chairperson will coordinate with the Sponsorship Chairperson the number and placement of ads for the conference program.

8.4.4 Specifications for Ads

The Sponsorship Chairperson shall be responsible for ensuring that camera-ready ads meet the appropriate dimensions of the intended publication.

1. Conference program

Size of advertisements are limited to the following options:

Full page ad -- 7 3/4" x 10"

Half page ad:

1. Horizontal -- 7 3/4" x 4 7/8"
2. Vertical -- 3 3/4" x 10"

If one sponsor pays for the full cost of producing the conference program, no other sponsors are permitted. The actual location of the ad, however, will be determined by the Conference Chairperson.

2. Special publication

Size of advertisements are limited to the following options:

Full page ad -- 7 3/4" x 10"

Half page ad:

1. Horizontal -- 7 3/4" x 4 7/8"
2. Vertical -- 3 3/4" x 10"

If one sponsor pays for the full cost of producing the annual membership directory, no other sponsors are permitted. The actual location of the ad, however, will be determined by the publication editor.

8.4.5 Solicitation of Ads

The Sponsor Coordinator shall have the responsibility of soliciting advertisements for the various AASFAA publications. These ads are solicited by contacting the potential advertisers with sufficient lead time to secure the ad copy and have it to the publisher in time for printing. Ads will be accepted on a first-come, first-served basis and the editor may reject ads that would exceed an appropriate ad/content ratio for the newsletter or the conference programs (if more than one advertiser purchases ads).

8.4.5.1 Conference Programs

The Sponsorship Chairperson solicits a single sponsor at least two months prior to a conference to cover all production costs and the purchase of one or more full-page ads. If a sponsor is not identified by then, the Sponsorship Chairperson should solicit advertising from all potential sponsors.

Camera-ready advertising copy is sent directly to the Conference Chairperson to include in a conference program. The deadline date for the receipt of advertising copy is set by the Conference Chairperson. The Sponsorship Chairperson shall invoice each sponsor. All ad payments are sent to the Treasurer.

The Sponsor Coordinator shall maintain a list of all potential advertisers. This list shall include the company name, telephone number, and contact person.

A late fee of 10% will be assessed if payment is received 30 days after the end of the annual conference. The Conference Chairperson will coordinate with the Sponsorship Chairperson the number and placement of ads for the annual conference programs.

8.4.5.2 Solicitation of Single Sponsor

The Sponsor Coordinator shall solicit a single sponsor to cover production costs for programs and materials other than the conference program.

8.4.6 Establishment of Advertising Rates

In coordination with the Budget Committee Chairperson, the Sponsor Coordinator advertising rates to the Executive Board. Rates are subject to change at any time by the Executive Board. Any rate agreements already made for the year by the Sponsor Coordinator will be honored.

8.4.6.1 Conference Program Rates

The following rates apply in the event the cost of the program is not underwritten by a single vendor:

Back cover \$ 1000
Full page \$ 500
Half page \$ 250
1/4 page \$ 30

Ads will be black and white and content will be provided by the advertiser.

8.4.6.2 Newsletter Ads and Rates

These rates are addressed in the newsletter/publicity section of the manual.

8.4.6.3 Web Banner Ads and Rates

Web banner ads are \$500.

Ads will be in color, and content will be provided by the advertiser.

Placement of ads will be at the discretion of the Electronic Services Chair.

These rates are effective for the 2008/2009 year.