

UPA POLICY DOCUMENT

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Note: The scope of this policy is the UPA international organization and all UPA chapters.

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Section 1. Relationships with Other Associations

Policy 1.1 The UPA may create an agreement for co-sponsorship or exchange of promotion with another association or event. These agreements must support the UPA mission, and provide value to members. This policy covers: any UPA event sponsorship or other cooperation, advertising or promotion exchanges, including insertions in the UPA conference bags.

Responsibility of: Board/Staff

Effective Date: 7/02

Amended on: 5/06

Policy 1.2 All formal relationships with other organizations will be approved by the Board, and will be documented in a letter of agreement signed by the Executive Director. Agreements will be filed in the UPA management office and available for review by members.

Responsibility of: Board/Staff

Effective Date: 7/02

Amended on: 5/06

Policy 1.3 In reviewing any proposed relationship, the board will consider the benefit to UPA and UPA members, the value of any exchanges, how UPA will be represented (on publicity or other materials) and the nature and reputation of the other organization.

- (a) *Relationships with for-profit conferences or organizations will be scrutinized with extra care. Special attention will be paid to the possibility of creating conflict within the UPA membership over favoritism for one company over another.*
- (b) *Relationships which create a commercial relationship or commit UPA to a performance obligation will be scrutinized carefully and are discouraged. These include benefits dependent on, or a commitment to, a number of attendees; and benefits which appear to be payment for services.*

Responsibility of: Board/Staff

Effective Date: 7/02

Amended on: 5/06

Policy 1.4 Agreements for promotion of an event or publicizing a relationship with another association

- (a) *No promotion will use UPA letterhead, unless an exception is made by the Board.*
- (b) *No other organization will be given access to UPA members' email or fax addresses, under any circumstances.*
- (c) *Only events which are sponsored or co-sponsored by UPA or a UPA chapter may be listed on the UPA "Conferences and Events" web page*

Responsibility of: Board/Staff

Effective Date: 7/02

Amended on: 5/06

Policy 1.5 The sponsoring Board member will make a recommendation to the Board which includes:

(a) *Description of the proposed relationship*

- What UPA's relationship will be, and the terminology to describe it;
- How this relationship furthers current strategic initiatives;
- The track record or reputation of the other organization or groups;
- For specific events, where and when it will take place;
- The target audience for the event;
- Other speakers or participants; .

(b) *Benefit to UPA*

- Is there a specific benefit for UPA members?
- What publicity for UPA will the association receive (link on their web site, distribution of membership materials, etc.)?
- How is UPA represented (logo, banner, speakers, etc.)?
- Other benefits.

(c) *What we provide as part of the relationship*

- Use of our logo;
- Use of our postal mailing opt-in list;
- Other services.

Responsibility of: Board/Staff

Effective Date: 7/02

Section 2. Board of Directors

Policy 2.1 Members of the Board of Directors shall be elected by and from the regular membership.

Responsibility of: Board/Staff

Effective Date: Bylaws 6.2

Policy 2.2 Directors serve staggered terms of three years.

Responsibility of: Board/Staff

Effective Date: Bylaws 6.3

Policy 2.3 The officers of the Association are a President, a Vice President, a Secretary, and a Treasurer (the "Executive Committee") and an Executive Director.

Responsibility of: Board/Staff

Effective Date: Bylaws 7.3

Policy 2.4 The Board meets face-to-face at least annually at whatever time and place it selects.

Responsibility of: Board/Staff

Effective Date: Bylaws 6.5

Policy 2.5 Board member titles will be "Director of..."

Responsibility of: Board/Staff

Effective Date: 1/00
Amended 6/03

Policy 3.1 Policy 2.6 Regional Coordinators. (1) The Board shall appoint Regional Coordinators (RCs) for a 1 one-year term, open to re-appointment, from recommendations by the Board. (2) Candidates for Regional Coordinators can be recommended by Board members and also will be solicited from all the membership. (3) Regional Coordinators will serve as *ex officio*, nonvoting members of the Board of Directors. (4) The Director of Global Outreach will organize meetings for the RCs and be the main point of contact. (5) Regional Coordinators will represent at least the following regions (as more chapters are created some regions may be split): (a) Asia; (b) MEAOS (Middle East; Africa; Oceania - Australia and New Zealand; and Sub-continent - India, Pakistan); (c) Europe; (d) North America; and (e) South and Central America. (6) Meetings: Regional Coordinators will meet quarterly (virtually) and will have regular contact via e-mail and other means. They are expected to attend events within their region as frequently as possible. (7) Regional Coordinators have three key responsibilities: (a) **Represent regional members** by: (i) keeping in regular contact with local leaders - advising chapters and referring people interested in forming new chapters to the Director of Chapters; (ii) expressing member (active and prospective) and chapter concerns to the UPA (Office and Board of Directors); (iii) updating the office with changes to the Chapters section of the UPA site (<http://www.upassoc.org/chapters/index.html>); (iv) acting as a liaison to align UPA and the region's needs on issues such as: (i) localization of materials; and (ii) projects and activities meeting the needs of the region; (b) **Represent UPA in the region** by: (i) coordinating with chapters to make sure that their reports and other communications are sent to the UPA International office; (ii) helping disperse materials to chapters and events; (iii) attending events in the region as a UPA International representative; (iv) coordinating staffing of UPA displays and marketing at regional conferences and other large events; (v) leading regional discussions for event plans when proposed; and (vi) working with external groups to organize regional events; (c) **Collaborate with other RCs** by: (i) facilitating the sharing of resources and cross-pollination of ideas; and (ii) attending virtual meetings and in-person meetings.

Responsibility of: Director of Global Outreach Effective Date: 9/08

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Section 3. Board and Officer Elections

Policy 3.1 The President shall appoint the Elections Chair for one year, open to re-appointment, from recommendations by the Board

Responsibility of: Board/Staff

Effective Date: 8/05

Policy 3.2 The Elections Committee shall consist of at least 3 members: the chair, 1 member at large, at least one member from the current Board of Directors.

Responsibility of: Board/Staff

Effective Date: 8/05

Policy 3.3 The Elections Chair may be a Board member or a member at large;

Responsibility of: Board/Staff

Effective Date: 8/05

Policy 3.4 The Elections Chair shall choose the Elections Committee from the Board recommendations;

Responsibility of: Board/Staff

Effective Date: 8/05

Policy 3.5 No member of the elections committee may be a candidate for either board position or officer of the board

Responsibility of: Board/Staff

Effective Date: 8/05

Policy 3.6 It is up to the Elections Committee to see that the slate of candidates has the appropriate qualifications to fill the needs of the organization.

Responsibility of: Board/Staff

Effective Date: 8/05

Policy 3.7 Candidates for the Board can be recommended by Board members and also will be solicited from all the membership.

Responsibility of: Board/Staff

Effective Date: 8/05

Policy 3.8 Election of Officers

- (a) *In the month of September the appointed Elections Chair shall also form a slate of present Board members who want to be Officers for the following year.*
- (b) *The slate will consist of self nominees or other members who have been recommended and who want to run.*
- (c) *The Elections Chair will present the slate at the November meeting and the candidates will indicate why they want the office.*
- (d) *The election will take place either by affirmation or Fax ballot, the following week and be announced at the December meeting.*

Responsibility of: Board/Staff

Effective Date: 8/05

Policy 3.9 Officers will take their positions January first of each year.

Responsibility of: Board

Effective Date: 8/05

Policy 3.9**Policy 3.10** The maximum number of consecutive terms that a Board member may serve is two. This term limitation will take effect after everyone who could be affected on the UPA Board as of June 2007 has either transitioned off the Board or has been reelected.

Responsibility of: Board

Effective Date: 6/07

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Section 4. Board Expense Reimbursement

Policy 4.1 UPA Board Members/Convention Chairs are encouraged to secure funding for their own travel to and subsistence at Board meetings, and attendance at conference calls. These policies cover circumstances in which this is not possible and organizational support is needed for these expenses.

Responsibility of: Board

Effective Date: 6/03

Policy 4.2 For UPA Board-related travel to meetings, UPA will reimburse the following to Board members and Convention Chairs. All requests for reimbursement shall be accompanied by original receipts and/or documentation. Board Members will be reimbursed for the following:

- (a) Airfare - Board Members/Convention Chairs will be reimbursed for round-trip airfare. The amount reimbursed shall not exceed the cost of a round-trip coach ticket purchased a minimum of three weeks in advance of the flight. If at all possible, Board members are encouraged to book their flights through a UPA-preferred airline when it is a lower cost.
- (b) Lodging - Board Members/Convention Chairs will be reimbursed for lodging with arrival on the day prior to the start of Board meeting and departure on the day the meeting ends. For example, if a meeting runs from Sunday through Monday, reimbursement will be available for stays at the hotel for Saturday and Sunday, with departure on Monday. Exceptions to this policy will be approved by the Executive Committee of the society with anonymous notification of the Board.
- (c) Transportation - Board Members/Convention Chairs will be reimbursed for all reasonable transportation costs to Board meetings between their homes, the airport and the hotel. To be eligible for reimbursement, rental cars must be approved prior to the meeting. Reasons for car rentals will be considered on an ad hoc basis.
- (d) Mileage - Mileage for Board Members/Convention Chairs traveling on UPA business will be reimbursed at the current IRS rate. Toll portions are also reimbursable, provided receipts are submitted.
- (e) Meals - Board Members/Convention Chairs will be reimbursed for their meals in an amount not to exceed \$45.00 per day, (maximum: \$10 for breakfast, \$10 for lunch, and \$25 for dinner) if UPA does not supply a meal for the Board members/Convention Chairs on the days of the meeting.

Responsibility of: Board/Staff

Effective Date: 2/04

Policy 4.3 Reimbursement and Appeal Procedure - Each reimbursement request will be reviewed by both the Executive Director and Treasurer for accuracy and compliance with UPA policy. In the event of a discrepancy the Treasurer, in consultation with the President, shall decide whether or not an expense should be reimbursed. The Treasurer's decision may be appealed to the entire Board at its next regularly scheduled meeting.

Responsibility of: Board/Staff

Effective Date: 2/04

Policy 4.4 Any company which funds travel for Board members to the UPA Board meetings receives an Honorary Bronze Sponsorship.

Responsibility of: Board/Staff

Effective Date: 2/04

Section 5. Volunteer Expense Reimbursement

Policy 5.1 UPA will not pay volunteers for their time except in special circumstances approved in advance by the Executive Committee.

Responsibility of: Board/Staff

Effective Date: 6/03

Policy 5.2 UPA will reimburse authorized, legitimate direct expenses that a UPA member has incurred on behalf of UPA. To be reimbursed, an expense must meet all six of these conditions:

- (a) *It is the type of expense that is budgeted for in a specific account (if there is no line item or this is a new expense it will be referred to the Executive committee for approval);*
- (b) *It has been authorized by the person responsible for that account; the costs are not being contributed by the member's company;*
- (c) *The UPA member has paid for the expense;*
- (d) *All appropriate receipts must be attached to the request.*
- (e) *Travel is complete, and it is within 60 days following the completion of the expense.*

Responsibility of: Board/Staff

Effective Date: 6/03

Policy 5.3 When travel is reimbursed, UPA will reimburse the following items:

- (a) *coach airfare or car mileage, whichever is less;*
- (b) *hotel (with whatever arrangements UPA has made or at another hotel if that other hotel is less expensive);*
- (c) *transportation to and from the airports;*
- (d) *meals that are not already paid for by UPA (maximum: \$10/breakfast; \$10 lunch; \$25 dinner);*
- (e) *reasonable tips; (No receipts required.)*
- (f) *mileage will be reimbursed at the current IRS approved rate.*

Responsibility of: Board/Staff

Effective Date: 6/03

Section 6. Chapters

Policy 6.1 A Chapter charter requires that the following be submitted and approved:

- (a) *Petition signed by at least 10 members in good standing;*
- (b) *Charter document signed by the acting President;*
- (c) *Bylaws that conform to the model provided by UPA.*

Responsibility of: Board/Staff

Effective Date: 6/03

Policy 6.2 A chapter must have at least 10 UPA members to remain in good standing and may have local members that are not members of UPA. However, all officers of the Chapter must be UPA members.

Responsibility of: Board/Staff

Effective Date: 6/03
Amended 2/04

Policy 6.3 UPA members are not required to join a chapter.

Responsibility of: Staff/Chapter Leaders

Effective Date: 6/03

Policy 6.4 The UPA Office will send to all Chartered Chapters an Information Request each year by January 15 so UPA will have current information for each chapter.

Responsibility of: Staff/Chapter Leaders

Effective Date: 6/03

Policy 6.5 All chapters are provided \$100 credit to be kept track of by staff in regard to the purchase of materials and products from UPA. This amount will include postage.

Responsibility of: Staff

Effective Date: 6/03

Policy 6.6 UPA Chapters will receive special discounted prices on UPA products. The prices will be based on the cost of the product. These prices will be identified on the web site.

Responsibility of: Board/Staff

Effective Date: 2/03

Policy 6.7 On a monthly basis, the UPA Office will send a list to each Chapter of new UPA members in their area.

Responsibility of: Staff

Effective Date: 6/03

Policy 6.8 The Board may choose to allow chapters to remain chartered during periods with less than 10 UPA members.

Responsibility of: Board

Effective Date: 2/03
Amended: 6/03

Section 7. Conference and Pre-Conference

Policy 7.1 While the conference committee has the ability to function independently as any other UPA committee, the following items should be brought to the Board for discussion and approval:

- (a) *Conference format;*
- (b) *Co-Chair Appointments;*
- (c) *Type of conference - (major change to move away from an interactive conference);*
- (d) *Budget (including conference charges and fees, and payment to tutors or invited speakers);*
- (e) *Conference Projections (including number of attendees, number of days, food and beverage options);*
- (f) *Thursday evening event/speaker;*
- (g) *Alliances with other organizations;*
- (h) *Conference Management Company;*
- (i) *Changing from paper proceedings or papers to supplement slides;*
- (j) *Sponsorship plans;*
- (k) *Volunteer Participation Lunch;*
- (l) *The "blind" review process;*
- (m) *Removing "social elements";*
- (n) *Time during conference for a UPA business meeting.*

Responsibility of: Staff/Board

Effective Date: 6/03

Policy 7.2 The Board should be informed about the following by the Conference Committee:

- (a) *Location;*
- (b) *Dates;*
- (c) *Logo;*
- (d) *Theme;*
- (e) *Main plenary speaker;*
- (f) *Conference status reports;*
- (g) *Date and time of conference committee meetings;*
- (h) *Committee members;*
- (i) *Proposed final program.*
- (j) *The Conference Committee should:*
 - Request topic input from the Board;
 - Solicit the Board for volunteer positions on the steering committee;
 - Inform Board of final decisions and ask for a final approval by a given date.

Responsibility of: Conference Committee

Effective Date: 6/03

Policy 7.3 The conference registration fee is waived for the Conference Chair and Co-Chair.

Policy 7.4 UPA Board members should receive the same Annual Conference discount as presenters, and this discount is not transferable. This discount is to come out of the Board budget, not the conference budget. In addition, this discount is not additive. In other words, if the Board member already receives a presenter discount that is the only discount they receive.

Responsibility of: Staff

Effective Date: 6/06

Policy 7.4**Policy 7.5** Honorary Bronze Sponsor status is awarded to the Conference Chair's organization.

Responsibility of: Sponsorship Chair/Staff

Effective Date: 6/00

Policy 7.5**Policy 7.6** In the event that Conference fees are not paid, any monies received for registration for a subsequent Conference will first be applied to the outstanding debt.

Responsibility of: Conference Committee

Effective Date: 6/03

Policy 7.6**Policy 7.7** The Conference Chair will serve as an ex officio, non voting member of the Board of Directors during the 12 months preceding their Conference year.

Responsibility of:

Effective Date: 6/02

Policy 7.7**Policy 7.8** Purchase orders will be accepted from the US Government without questions. Other requests must be approved by the Treasurer.

Responsibility of: Staff

Effective Date: 8/03

Policy 7.8**Policy 7.9** Cybercafe sponsor funding will be reflected as Conference income rather than Sponsor income.

Responsibility of: Staff

Effective Date: 1/01

Policy 7.9**Policy 7.10** The conference is expected to have a positive net income, the amount of which will be specified annually by the Board.

Responsibility of: Conference Committee

Effective Date: 6/03

Policy 7.9**Policy 7.11** Conference Hotel Rooms. Hotel rooms for the annual international conference co-chairs will be covered by the conference budget, preferably by complimentary rooms, but if not, by the budget itself. Since contracts with the conference hotel generally include provisions for complimentary rooms based on the number of rooms sold, those rooms will be used first for those people whose rooms the conference budget needs to pay for. In general, the order of preference should be: (1) conference co-chairs; (2) invited speakers (for negotiated nights); and (3) Board of Directors, starting with the President. Similarly, complimentary upgrades to suites should go first to the conference co-chairs, and then to the Board, starting with the President, or any other person deemed significant for the purposes of conducting UPA Business.

Responsibility of: Staff

Effective Date: 9/08

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Section 8. Policy for Vendors at UPA Conferences

- Policy 8.1** Companies selling products or services are encouraged to present or participate in any presentation at UPA conferences, but they must refrain from direct advertising and endorsement of their products during these presentations. The following rules apply:
- (a) *A commercially available product may only be demonstrated within the context of a case study, methodology, or the reporting of research findings during a conference session, and the presentation should be delivered by a third party whose interest lies in the presentation of the case study, methodology, or reporting of research findings. Under no circumstances is a product to be demonstrated only for the benefit of making attendees aware of its capabilities.*
 - (b) *Product pricing and ordering information is not permitted during sessions. If the audience does ask a direct question about pricing, the speaker(s) should make every attempt to defer and handle this information outside the session. If the majority of the audience wants this information, the response should be brief so that the session may continue.*
 - (c) *Presenters must refrain from any direct product endorsements. Companies selling products or services have two opportunities to openly increase awareness of their brand, products, and services at conferences: as a conference sponsor and as a conference exhibitor:*
Responsibility of: Conference Committee Effective Date: 10/05

- Policy 8.2** As a conference sponsor, a company may display their company name, products, and services on the conference web site, in printed conference materials, and with posted materials.
Responsibility of: Staff Effective Date: 10/05

- Policy 8.3** As a conference exhibitor, a company may display their company name and display, demonstrate, and sell their products, and services at a designated and purchased exhibitor booth during the conference.
Responsibility of: Staff Effective Date: 10/05

Section 9. Consultant Directory

- Policy 9.1** A Consultant Directory will be published on-line. The annual fee is \$100 for the online listing.
Responsibility of: Staff/Board Effective Date: 6/03

- Policy 9.2** In order to be listed, an individual consultant must be a UPA member in good standing; an organization or company must have at least one member in good standing.
Responsibility of: Staff/Board Effective Date: 6/03

Section 10. Financial management

Policy 10.1 All payments (checks, e-payments, electronic fund transfers, or wire payments) must be authorized in writing by the Treasurer or another member of the Executive Committee.

Responsibility of: Staff/Exec Committee

Effective Date: 1/02

Amended: 12/06

Policy 10.2 UPA volunteers responsible for accounts must approve every invoice to be charged to their accounts.

Responsibility of: Staff/Board

Effective Date: 6/03

Policy 10.3 UPA will not drop its assets below \$400,000 in at the end of any fiscal year.

Responsibility of: Staff/Board

Effective Date: 6/03

Amended 6/05

Section 11. General Operations

Policy 11.1 Committees will include but not be limited to:

- (a) *Chapters & SIGs;*
- (b) *Publications & Communications;*
- (c) *Conference;*
- (d) *Professional Development;*
- (e) *Membership and Sponsors;*
- (f) *Strategic Outreach;*
- (g) *Elections; and*
- (h) *Web.*

Responsibility of: Staff/Board

Effective Date: 1/02

Policy 11.2 UPA will have D & O General Liability Insurance. When appropriate as defined by the Board, Conference Cancellation Insurance will be purchased.

Responsibility of: Staff

Effective Date: 6/03

Policy 11.3 Board minutes and Action Reports will be prepared by the Secretary and distributed by staff within two weeks of a meeting.

Responsibility of: Staff/Secretary

Effective Date: 6/03

Policy 11.4 The official currency shall be that of the country in which the Association is headquartered.

Responsibility of: Staff

Effective Date: 1/02

Policy 11.5 The General Counsel and the Auditor are appointed or terminated by the Executive Committee.

Responsibility of: Staff/Board

Bylaws: 9.2

Policy 11.6 Standing and temporary committees will be established by the Board.

Responsibility of: Board

Effective Date: 9/05

Section 12. Investments

Policy 12.1 UPA will invest in such instruments as Certificates of Deposit, Treasury Bills or Money Market accounts.

Responsibility of: Staff/Treasurer

Effective Date: 6/03

Policy 12.2 Higher risk investments will be considered when UPA has funds to place in reserve for long-term investments.

Responsibility of: Staff/Treasurer

Effective Date: 6/03

Policy 12.3 Investing surplus cash from the operating fund must be in secure instruments, must be liquid without undue penalty, and should yield earnings, with flexible terms.

Responsibility of: Staff/Treasurer

Effective Date: 6/03

Policy 12.4 Invested funds should produce income that supports the operations and services of the organization, with limited risk in terms of principal.

Responsibility of: Staff/Treasurer

Effective Date: 6/03

Section 13. Job Bank

Policy 13.1 Job Bank listings of positions available will be accepted from both members and non-members for posting on the web site.

Responsibility of: Staff

Effective Date: 6/03

Policy 13.2 The fee per listing is \$100 for members and \$150 for non-members for a three-month posting duration.

Responsibility of: Board/Staff

Effective Date: 8/00

Section 14. Mailing List Rental

Policy 14.1 The UPA mailing list is available for one-time rental on labels or in electronic format. The fee is \$.14 per label plus a \$25 setup fee.

Responsibility of: Staff

Effective Date: 12/99

Amended: 3/03

Policy 14.2 The UPA office will request a copy of what will be mailed for staff review and approval in advance of the rental. Rental of membership names should be for the purpose of enhancing professional skills or providing services related to the profession of usability or that usability professionals will find of interest.

Responsibility of: Staff

Effective Date: 6/03

Policy 14.3 The staff person reviewing the order form and sample mailing materials keeps a file of the mailings.

Responsibility of: Staff

Effective Date: 6/03

Policy 14.4 If a member indicates that they do not want their information released for such use, their record will be excluded from rental lists. List rental program includes mailing information only; only Chartered Chapters and Chapters in Formation can receive telephone, fax, and email information.

Responsibility of: Staff

Effective Date: 3/03

Section 15. Membership

Policy 15.1 Membership Dues are:

- (a) \$100/year *Professional Members*
- (b) \$35/year *Student Members*

Responsibility of: Board/Staff

Effective Date: 1/01

Amended: 04/05

Policy 15.2 Professional members pay a one-time processing fee of \$25 at the time of application.

Responsibility of: Board/Staff

Effective Date: 1/01

Policy 15.3 Memberships are valid for one year from the month the payment is received in the UPA office.

Responsibility of: Board/Staff

Effective Date: 6/03

Policy 15.4 Membership will be renewed on an anniversary basis and notices are sent out at least 60 days in advance. A reminder notice is sent 30 days in advance and a final notice is mailed on the date of expiration. A member shall be considered in suspense one month after his/her expiration date, and shall not be eligible for benefits until dues are paid.

Responsibility of: Board/Staff

Effective Date: 2/03

Policy 15.5 Membership in the Association is available to persons or firms involved in, or associated with, the usability profession.

Responsibility of: Board/Staff

Bylaws: 4.1

Policy 15.6 All applicants for membership must complete the application form provided by the association and submit to the principal office of the association.

Responsibility of: Board/Staff

Bylaws: 4.4

Section 16. Membership Directory

Policy 16.1 The Membership Directory is intended solely for the personal, confidential use of members; use for commercial solicitation or survey purposes is prohibited without the express written permission of UPA.

Responsibility of: Board/Staff

Effective Date: 6/03

Section 17. Privacy

Policy 17.1 Member telephone, fax and email will not be released other than to the membership.

Responsibility of: Staff

Effective Date: 3/03

Policy 17.2 Members may opt to have their information excluded from the Directory.

Responsibility of: Staff

Effective Date: 3/03

Policy 17.3 Members may opt to have their information excluded from the mailing list rental program.

Responsibility of: Staff

Effective Date: 3/03

Policy 17.4 Members may opt out of UPA E-blast mailings.

Responsibility of: Staff

Effective Date: 3/03

Section 18. Publications and Communications

Policy 18.1 The purpose of The Voice online newsletter is to :

- (a) Provide information to UPA members about activities of the organization as a benefit of membership;
- (b) Provide brief articles that focus on usability.

Responsibility of: Voice Editor/Pubs Chair

Effective Date: 6/03

Policy 18.2 The **Voice** will be published at least quarterly.

Responsibility of: Board/Pubs Chair

Effective Date: 1/01

Policy 18.3 Copies of ***Design for People by People: Essays on Usability*** will be \$25 for members and \$35 for nonmembers.

Responsibility of: Staff

Effective Date: 1/01

Policy 18.4 ***User Experience: The Magazine of the Usability Professionals' Association*** is to be published twice a year in its initial year, and with greater frequency in subsequent years as supported by budget and content submissions. Members receive a complimentary subscription as a benefit of membership.

- (a) *New members receive one back issue in their welcome packet.*

Responsibility of: Staff

- (b) *The Executive Editor has primary responsibility for the design and content of the magazine, including the accept/reject decision, article review(s), and author guidelines. The Executive Editor is appointed by the Board for an appropriate term and is responsible for ensuring that content supports the mission of the publication.*

Responsibility of: Executive Editor

- (c) *Members of the Editorial Board will be selected by the Executive Editor and need not be members of UPA. Editorial Board members will serve as peer reviewers of submitted articles and assist in soliciting and/or writing articles.*

Responsibility of: Editorial Board

Overall Responsibility of: Board/Pubs Chair

Effective Date: 1/02
Amended 6/03

Policy 18.5 The primary audience for ***User Experience*** will be the UPA membership, usability professionals

Responsibility of: Board/Editorial Board

Effective Date: 2/00

Policy 18.6 Authors will not receive compensation for their work.

Responsibility of:

Effective Date: 6/01

Policy 18.7 Single issues will be made available for purchase at the following rates:

- (a) \$12 for members;
- (b) \$18 for nonmembers;
- (c) \$3 for authors, Editorial Board, and for internal promotion (budgeted by committee).

Responsibility of: Board/Staff

Effective Date: 6/02

Policy 18.8 User Experience will accept advertising at the following rates:

- 1/3 page --\$250 Inside Cover--\$750
- 1/2 page--\$350 Back Cover--\$1000
- Full page--\$500
- + \$75 per insertion for 4/color
- (a) *Discounts apply for more than one insertion:*
 - 20% discount for 2 insertions;
 - 25% for 3 or more insertions.

Responsibility of: Board/Staff

Effective Date: 6/03

Amended: 2/03

Section 19. Sponsorship

Policy 19.1 Sponsorship categories will be:

- (a) *Gold-\$8,000;*
- (b) *Silver-\$5,000;*
- (c) *Bronze-\$1500;*
- (d) *Honorary Bronze- see #3 is this section.*

Responsibility of: Board/Staff

Effective Date: 2/00

Amended: 6/03

Policy 19.2 The member who facilitates a sponsorship will be recognized on the web listing under the company name.

Responsibility of: Staff/Sponsorship Chair

Effective Date: 2/00

Amended: 6/03

Policy 19.3 Honorary sponsorships will be considered on a case-by-case basis. Honorary sponsorships do not include 1-year free membership.

Responsibility of: Staff

Effective Date: 3/01

Section 20. Use of UPA Logo

Policy 20.1 The use of the UPA logo is restricted to UPA and its chapters. Any other use must be approved by the Board.

Responsibility of: Board/Staff

Effective Date: 1/05

Policy 20.2 UPA Member Logo:

- (a) *The UPA will create a "Member Logo" incorporating the UPA brand icon, name and a membership indicator.*
- (b) *UPA members may display the UPA Member logo on their professional web site or other resume materials to identify themselves as a member of UPA with the following restrictions:*
 - It may only be displayed by active members of UPA.
 - The logo may not be altered in any way.
 - The logo on a web site or other electronic media must link to usabilityprofessionals.org
 - When used on printed materials, the URL must be displayed near the logo.
- (c) *Any use of the UPA Member Logo for purposes other than indicating membership in UPA requires approval of the UPA Board of Directors. This includes:*
 - Marketing materials for conferences, training classes or other events
 - Marketing or promotional materials not related to usability or user experience
 - Marketing of specific products or services.
- (d) *If the UPA Member logo is used on a corporate web site or other marketing materials that are not identified with a single UPA member, the name of any UPA members must also be displayed with the logo.*
- (e) *The Board of Directors of UPA may refuse permission for the use of the Member Logo for any use deemed inconsistent with the goals and purposes of UPA. Decisions as to the use of the logo by the UPA Board of Directors are final. The use of the UPA Member Logo does not imply an endorsement by UPA.*

Responsibility of: Board/Staff

Effective Date: 1/05

Policy 20.3 UPA Conference Logo:

- (a) *The UPA encourages members, speakers and other participants to display the UPA conference logo to help advertise the conference, with the following restrictions:*
 - The logo may not be altered in any way.
 - The logo on a web site or other electronic media must link to usabilityprofessionals.org or to the conference home page
 - When used on printed materials, the URL must be displayed near the logo.

Responsibility of: Board/Staff

Effective Date: 1/05

Policy 20.4 UPA Linked-In Logo:

- (a) *The UPA has created a special logo for use on Linked In. This logo is displayed on the profile of any Linked In member who is also identified as being a UPA member.*
- (b) *This logo is not to be used for any other purpose.*

Responsibility of: Board/Staff

Effective Date: 1/05

Section 21. Web Site

Policy 21.1 UPA will contract as needed for development, design and maintenance of its site, subject to Board approval. An RFP process may be used.

Responsibility of: Board/Web Chair

Effective Date: 6/03

Policy 21.2 All content on the UPA web site will be available to the public except those that are specifically listed as "For Members Only" in these policies.

Responsibility of: Board/Web Chair

Effective Date: 3/03

Policy 21.3 The following content will be accessible only to members in good standing:

- (a) *The Voice;*
- (b) *Membership Directory;*
- (c) *User Experience articles full text;*
- (d) *Common Ground article archives and Conference Proceedings Archives;*
- (e) *Bylaws, Policy Documents and Board Minutes;*
- (f) *Chapter and UPA Leadership Resources;*
- (g) *Special content such as the Poster (in electronic form);*
- (h) *Other features as approved by the Board.*

Responsibility of: Board/Web Chair

Effective Date: 3/03

Policy 21.4 UPA Copyright notice will appear on all site pages.

Responsibility of: Web Chair/Webmaster

Effective Date: 6/03

Policy 21.5 A Privacy Policy will be published on the site.

Responsibility of: Board/Web Chair

Effective Date: 6/03

Amended 5/5/06
Amended 6/10-11/06
Amended 12/8/06
Amended 6/07
Amended 9/18/08

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