

Relationships with the corporate community enhance the American Council on Education's (ACE) ability to fulfill its mission:

ACE, the major coordinating body for all the nation's higher education institutions, seeks to provide leadership and a unifying voice on key higher education issues and to influence public policy through advocacy, research, and program initiatives.

Companies serving higher education support ACE by joining the ACE Corporate Membership Program, Executive Search Roundtable, sponsoring and exhibiting at ACE meetings, providing funding for seminars and publications and supporting other programmatic initiatives. In turn, companies look to ACE to enhance their knowledge of higher education and to increase their visibility with college and university presidents and chancellors. ACE also has services that support the private sector's training needs and goals.

The following principles guide ACE's corporate relations:

- The American Council on Education seeks corporate support only for programs and initiatives that support ACE's mission and strategic goals as stated in its strategic plan.
- ACE values its collaborations with the corporate community and aims to provide appropriate recognition for donors and sponsors.
- ACE does not endorse any specific company's products or services, nor recommend their purchase or use. ACE strives to deal in an ethical and fair manner with competing companies.
- ACE reserves the right to determine the eligibility of any ACE Corporate Member or Executive Search Roundtable participant and further reserves the right to reject any application for any reason.
- Electronic or printed labels of ACE's mailing list are made available to ACE college and university members only, for the purpose of disseminating relevant information to the higher education community. At the discretion of ACE, an associate of ACE may use the list for educational purposes. ACE does not disclose member e-mail addresses to corporate parties.
- The use of any of ACE's names, trademarks, logos, or copyrights is not permitted without the Council's prior written approval.
- Representatives from the corporate sector who participate in ACE programs, will not use their participation as a sales vehicle. Explicit promotion of a company's products and services via this program is not permitted.
- ACE will provide appropriate acknowledgment and recognition of sponsors in accordance with ACE sponsorship policies and procedures, including those set forth in the Annual Meeting Sponsorship Prospectus, and with applicable laws and Internal Revenue Service rules and regulations. Corporate sponsors are subject to ACE's terms and conditions for sponsors.
- ACE retains editorial control of publications with corporate sponsors.