



## **Task Force on Creating CEAL Sponsorship and Fundraising Guidelines and Best Practices**

Prepared by Hana Kim, CEAL President (2020-2022)

**Charge and Chair Appointment Approved on November 16, 2020**

**Membership Approved on November 25, 2020**

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**Term:** November 25, 2020 - May 31, 2021

### **Members:**

Tomoko Bialock, University of California, Los Angeles (Chair)

Zhijia Shen, University of Washington

Hong Cheng, University of California, Los Angeles

Fabiano Rocha, University of Toronto

Vickie Doll, Kansas University

Hana Kim, University of Toronto (Ex-officio)

### **Background:**

The Council on East Asian Libraries (CEAL), a committee of the Association for Asian Studies (AAS), greatly values financial or non-monetary support from reputable corporations (e.g., vendors) or government entities to further the organization's mission to support and promote East Asian librarianship. Both financial or non-monetary support from sponsors allows the organization to engage in mission-focused programs and activities that could not otherwise be pursued. As a non-profit professional organization and guided by the AAS Constitution, in principle, the CEAL will need to follow the AAS's guidelines in this area. The AAS has a clear statement of conflict of interest, and AAS Board members are required to sign it every year. CEAL, as an AAS committee, must ensure that our sponsorship activities are in compliance with the AAS statement. CEAL's financial or non-monetary involved activities (e.g., sponsorship, fundraising) should be conducted according to the highest ethical standards with regard to solicitation, acceptance, recording, reporting and use of funds. CEAL should adopt clear guidelines for those activities to ensure responsible use of funds for designated purposes and open, transparent communication with donors, sponsors and other constituents.

The CEAL, as a professional library organization, often develops programs for the CEAL community by working with corporations such as vendors and/or government entities. However, in 2020, the CEAL Executive Board (EB) was asked to review a vendor's proposal requesting that the CEAL become a co-sponsor of a vendor-initiated program. During the discussion, it was found that there were no clear CEAL guidelines to apply to the proposal. Upon the CEAL president consulting with the AAS, we were informed that CEAL or its committees or task forces agreeing to join a vendor-initiated program as a co-organizer or co-sponsor would be considered a conflict of interest.



Thus, there is a need for the CEAL to establish clear guidelines for all of CEAL's sponsorship arrangements (both at the CEAL and individual committee/task force levels) in order to advance CEAL's mission and strategic goals, serve the best interests of the organization, retain CEAL's independence, and avoid conflicts of interest.

Organizing a CEAL program which we ourselves open to vendors' sponsorship has certainly been done in the past. In practice, the fundamental question would be to offer the opportunity to a variety of vendors in a fair and transparent manner (for example, not limiting to one).

Ethics guidelines should also be developed for the matter of fundraising.

**Charge:** Referencing models of similar policies or guidelines of other professional library organizations (non-profit), and in line with the AAS Constitution and Statement of Conflict of Interest, the Task Force shall develop appropriate documentation and guidelines regarding sponsorship (both corporate and government entity) and fundraising activities. The documentation and guidelines may include guiding principles, best practices, guidelines on corporate and government entity sponsorship, definition of corporate sponsorship, definition of government entity sponsorship, consistency with CEAL mission/objectives, review and approval process, no endorsement of vendors' products, written agreement, acknowledgements, no product promotion, reports (financial reporting), termination, template or formula (of a standard way to message when responding to vendors' proposals), and/or FAQ on sponsorships for CEAL programs and events. In addition, the Task Force shall develop an equity and inclusion statement for CEAL sponsorship activities and include it in the documentation.

The Task Force shall prepare clear documentation and guidelines for EB approval. Prior to this submission to the CEAL President, the Task Force shall consult with the AAS as to whether the recommended documentation and guidelines are in line with the AAS Statement of Conflict of Interest and its financial guidelines. Upon approval of the recommended documentation and guidelines, they will be immediately implemented in CEAL's operation.

The Task Force will submit its action plan, including a timeline to the CEAL President (2020-2022) by **December 31, 2020**.

Please consult CEAL Bylaws Articles VI and XI for guidance.