

*The City University of New York*

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Administrative Advisory  
Memorandum No. 5  
(Revised)

December 2, 1992

Memorandum

To: College Presidents  
From: Robert E. Diaz   
Re: Use of Official Title and Use of the Name of the  
College or University

On March 25, 1991, I issued Administrative Advisory Memorandum No. 5 which addressed the above referenced matter. Subsequent thereto, I requested that the New York State Ethics Commission issue formal guidelines or an advisory opinion delineating the circumstances pursuant to which a faculty member may, consistent with the Public Officer's Law, use their University title in the context of outside activities. I have not yet received a response to my request.

Pending receipt of a formal advisory opinion or guidelines from the State Ethics Commission on this matter, Administrative Advisory Memorandum No. 5 is being revised to apply to the following categories of individuals and employees: officers; employees serving in titles covered by the Executive Compensation Plan; and other instructional staff members serving in a function or title excluded from the PSC/CUNY Agreement.

Upon receipt of formal guidance from the State Ethics Commission, this memorandum will be revised as necessary to comply with the guidelines or advisory opinion.

The guidelines attached to this advisory memorandum supersede those included with Administrative Advisory Memorandum No. 5 (March 25, 1991).

Encl.  
RED/iv/AAM5

**GUIDELINES ON USE OF OFFICIAL TITLE  
AND USE OF THE NAME OF THE COLLEGE OR UNIVERSITY**

I. Use of Official Title by CUNY Officers or Employees

The use of CUNY titles and affiliations in activities unrelated to one's official duties can cause confusion and lead to the mistaken impression that the University has officially endorsed a particular candidate or cause.

If a University officer, or employee serving in a title covered by the executive compensation plan or other instructional staff member serving in a function or title excluded from the PSC/CUNY Agreement is involved in an organization's publicity materials, he or she may use his or her title only if:

- 1) the other participants will be using their titles in the materials; and
- 2) there is a clear notation next to the person's name and title, by use of an asterisk or otherwise, that the title is being used for identification purposes only.

Officers, employees serving in titles covered by the executive compensation plan, and other instructional staff members serving in a function or title excluded from the PSC/CUNY Agreement should never use their official titles or the name of the University or college in solicitations for contributions for political candidates, political parties or in advertisements advocating particular political candidates or parties. This will help maintain a clear separation between an officer's or employee's official duties and his or her personal interests. Further, it will not mislead the public with regard to the position of the University as it relates to a particular person, or create the false impression of University association with a particular organization.

II. Use of the Name of the University or One or the Colleges

The use of the name or symbol of the University, or any of its colleges, in an advertisement without the written permission of the University is prohibited.

Conformity with the above guidelines is essential in order to promote the integrity of the University and public confidence in The City University of New York.

Please provide your staff with a copy of this memorandum.

Dated: December 2, 1992/AAM5