



# Policy on Development and Alumni Relations code of ethics

**Policy Type:** Local

**Responsible Office:** Office of Development and Alumni Relations

**Initial Policy Approved:** 05/2009

**Revised Policy Approved:** 01/2013

## Policy Statement and Purpose

All members of the Development and Alumni Relations team, as university employees, must follow the VCU Code of Ethics.

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## Who Should Know this Policy?

All university employees engaged in activities related to development and alumni relations are responsible for knowing this policy and familiarizing themselves with its contents and provisions.

## Definitions

### 1. Core values of the Office of Development and Alumni Relations and the university-affiliated foundations:

- Always put the good of the university and the division first
- Comply with all university policies and procedures
- Operate as a team
- Treat one another as “customers” with respect, courtesy and kindness
- Be optimistic, enthusiastic, positive, and maintain a can-do attitude
- Be open-minded and unselfish
- Remain focused, calm and professional at all times
- Try to solve all problems internally, first and in person, if possible
- Not discuss interpersonal issues through e-mail
- Keep all prospect and donor information strictly confidential
- Be self-reliant and operate with minimal supervision

## Related Documents ---

- [VCU Code of Ethics](#)
- [Confidentiality Statement](#)

## Procedures ---

1. All development personnel, whether fundraisers or operations staff, must sign a confidentiality statement.
2. All new development officers must complete an orientation session with the senior leadership of the Office of Development and Alumni Relations.

## Contacts ---

The Office of Development and Alumni Relations officially interprets this policy. Office of Development and Alumni Relations is responsible for obtaining approval for any revisions as required by the policy Creating and Maintaining Policies and Procedures through the appropriate governance structures. Please direct policy questions to Office of Development and Alumni Relations.

## Forms ---

There are no forms associated with this policy.

## Revision History ---

This policy supersedes the following BOV policy approved in 5/2009:

- 1.0 Purpose and Overview

## FAQs ---

There are no FAQs associated with this policy.