Policy 5400: Engagement and Endorsement of non-MTS Activities

Background

The Marine Technology Society (MTS) will grow significantly from an expanded portfolio of relationships with other organizations and institutions. Membership enhancement, community influence, resourcing opportunities, and other benefits will likely accrue to MTS with a broadened level of engagement. Also, with expected growth and expansion of the MTS mission, comes the opportunity to engage an even broader diversity of entities having overlapping or similar interests to MTS. But without clear direction and focused efforts, MTS will not realize the success of increased engagement. MTS must, therefore, approach these opportunities with strategic guidance and clear expectation of outcomes and benefits. Additionally, metrics of success, will foster an efficient evaluation process for determining when efforts should be initiated, enhanced, redirected, or terminated. It is recognized that the level of effort for engagement will vary between partners, and the nature of the engagement will be unique for each partner.

MTS shall not seek to engage or partner with any organizations or entities that espouse views or activities contrary or in conflict with MTS vision, goals, or core values nor that engage in partisan political activities, nor that create or contribute to real or potential competition for future MTS activities, including Section meetings, Professional Committee workshops and conferences, or national meetings.

Objectives

Engagement should address several key objectives, including, but not limited to the following:

Membership

Increase and diversify the membership of MTS, *while strengthening its core mission.*

Visibility and Influence

Broaden and enhance the visibility and influence of MTS with a range of audiences, including:

- The international community of marine technology
- Decision-makers and policymakers at local, national, and international levels
- Technical communities that have overlapping interests with MTS, but who are not currently part of the dialogue regarding marine technology
- Professional societies with mutual interests as MTS
- Media who currently do, and potentially may cover subject matter relevant to the mission of MTS

Resourcing Opportunities

Open new possibilities for funding and sponsorship of a range of current and future MTS activities. Target potential benefactors include, but are not limited to:

- Government agencies, committees, and coalitions
- Corporations and industry groups
- Non-governmental organizations 501(c)(3) and 501(c)(6), including professional societies

Metrics

When evaluating the success of a particular engagement effort, the following information should be reviewed:

- Numbers of partners
- Numbers and kinds of partnering agreements and joint activities (MoUs/MoAs, Formal contracts, informal agreements, etc.)
- Membership numbers

- Membership diversity
- Revenue streams

Endorsement and participation in non-MTS conferences and events

In keeping with the historic tradition of scientific and engineering professional societies collaborating with one another, the MTS has participated in activities with other organizations. These activities include workshops and conferences. Participation ranges from simple endorsement by allowing the use of the MTS logo (e.g., OMAE conference; SNAME conference), to sponsorship or active participation (e.g., Ocean Sciences Meeting), to financial partnerships (e.g., Offshore Technology Conference; Underwater Intervention Conference, OCEANS). This policy addresses requests for varying levels of endorsement and support of conferences and trade shows by not-for-profit organizations, professional societies, and for-profit organizations.

Definitions

- *Endorsement*: An open approval of an activity, permitting the use of the MTS logo.
- *Sponsorship*: Active participation in the activity (conference, workshop etc.), such as development of technical tracks. Sponsorship does not include financial risk or reward, financial transactions, or financial agreements, typically associated with expenses and income.
- *Partnership*: Endorsement or Sponsorship participation in the activity (conference, workshop, etc.) and financial involvement including transactions or financial agreements typically associated with expenses and income.

Process

The MTS Board must approve all requests for endorsement, sponsorship and/or partnership. Any MTS member may submit a request to headquarters. See *Appendix A* for submission criteria and form.

- The request is submitted in writing to the MTS Chief Executive Officer (CEO)
    - If local involvement or professional committee involvement is required, approval by that section or committee must be included in writing before it is sent to the CEO
- The CEO, with Headquarter staff, will evaluate the proposal to ensure that it meets MTS' goals for engagement and does not violate any tenants or policies of MTS
- The CEO, in the case of a monetary sponsorship, will work with the Budget and Finance Committee to evaluate level of risk and impact to the annual budget
- The CEO, will provide a recommendation to the MTS Board
- The MTS Board will vote on the proposal.
- If approved, the MTS CEO, will work with the submitter to implement, including the generation of a Memorandum of Understanding, if required.

For OCEANS Conferences, MTS and IEEE Ocean Engineering Society (OES) have agreed to a template for co-participating societies. These are completed by the Local Operating Committee and then sent to the President of MTS and OES for signature, with copy to MTS VP for Budget and Finance and MTS Director of Events.

Limitations

It is understood that in keeping with MTS' mission, MTS supports networking and interaction among members and non-members. All members are encouraged to participate in any professional or technical activity they deem worthy of their time and interest, regardless of MTS endorsement. In no way does this Policy intend to limit that participation. Rather, the policy reinforces that individual members must distinguish their own

activity from those that have received full and explicit support of MTS. In those instances where MTS does not accept a proposal, any collaborative activity by an MTS member must be done as a private individual and must not involve MTS, either explicitly or implicitly.

Professional Committees and Sections cannot independently and autonomously approve or reject proposals. The Committees and Sections have input into the evaluation and approval process.

Professional Committees and Sections cannot participate in endorsements, sponsorships, and partnerships without the express approval of the Board through the process as defined above.

Mailing list

MTS does not share the use of its mailing lists with other organizations unless it is participating in full partnership but retains the right to withhold mailing lists. MTS will comply with local regulations regarding sharing of lists, as appropriate. All list-sharing is subject to the MTS Privacy Policy.

Appendix A: Criteria

Consideration of engagement for MTS endorsement/sponsorships/partnership of not-for-profit and for-profit Professional Societies' Workshops, Symposia, and Conferences

- Does the proposed activity support the mission statement of MTS?
- Can MTS meet its obligations for volunteer time, either nationally or locally? Can all partners meet their obligations?
- Is the proposed activity real or perceived competition for other MTS sponsor members? Is the proposed activity real or perceived competition for other not-for-profit Professional Societies?
- Does the proposed activity involve an acceptable level of financial risk/reward, based on that fiscal year's budget? (if applicable)
- Does the activity occur coincident with established MTS conferences? If so, does the activity create competition for the same constituent groups?
- Is involvement with the proposing organization in full accordance with the MTS Public Affairs Policy, i.e., does alignment with the organization imply a political position?

Additional Criteria for profit organization

- Does endorsement of the proposed activity in any way imply endorsement of the organization? Will endorsement of the proposed activity have any impact on MTS' overall reputation?
- Is the exchange equitable? What benefits can directly be assessed, i.e., discounts on registration fees, free booth for MTS?
- Does participation in the activity create or contribute to real or potential competition for future MTS activities, including section meetings, professional committee workshops and conferences, or national meetings?

Proposal for Endorsement of non-MTS Activity

Please fill out the entire form as accurately and completely as possible. After completing the form, please make a copy for your records and send the original directly to the Executive Director, MTS. You may send electronically if you have an electronic signature. You may use additional sheets where necessary.

This form is available online.

Name _____

Signature _____ **Date** _____

Phone _____ **E-mail** _____

Activity Description (Provide the following information on additional sheets of paper, as needed)

1. Host Organization of Activity:

2. Date(s) of Activity:

3. Description of Activity (include link to activity, if applicable):

4. Proposed level of MTS endorsement (choose one):
    a. Endorsement
    b. Sponsorship
    c. Partnership

5. Detailed description of proposed level of endorsement:

6. Does this proposal include a monetary sponsorship?
    a. If so, how much is being requested?

7. Deadline needed for MTS decision: