GUIDELINES FOR USE OF THE COLLEGE NAME

I FACULTY AND ADMINISTRATIVE TITLES

A Individuals may use their faculty titles for identification for scholarly or educational purposes. Such identification may not imply institutional support or endorsement.

B Use of a faculty title in connection with any political, community, or philanthropic activity must clearly indicate that it is solely for identification purposes and does not imply institutional support or endorsement.

C Use of a faculty title for any commercial purpose is not permitted. A faculty member may not use his or her academic title or appointment for purposes of advertising any private professional or commercial activity or practice in newspapers, television and radio, telephone yellow pages or other directories, fund raising journals, etc.

D The proper format for use of faculty title is: name, professorial rank, academic/administrative title (if any), department name, Albert Einstein College of Medicine of Yeshiva University.

Faculty members who have hospital appointments with an EINSTEIN affiliated institution may as appropriate identify themselves for the purposes indicated above by either or both their academic and/or hospital titles. Where such identification relates to patient care, it must be used in ways consistent with the guidelines governing clinical departments (II below). In addition, use of their titles by faculty members on the payroll of affiliated institutions must comply with the terms of the EINSTEIN affiliation agreement with their institution.

II CLINICAL ACTIVITIES

Clinical activities and services that relate to one or more affiliated institutions must not use the name of the College in any way that creates the impression that the College and the affiliate(s) constitute the same legal or fiscal entity or that one institution is responsible for the actions of the other. Full and fair disclosure is the objective. Printed materials may not, therefore, use the names of both the College and another institution without prior review and approval by the Office of the Dean of EINSTEIN. Within these requirements, the following guidelines apply:

A. DEPARTMENTAL STATIONERY

[1] Stationery with an EINSTEIN letterhead (i.e., with the name and address of the College printed at the top) may list the names of one or more affiliated hospitals, clearly identified as such, elsewhere on the page.
[2] The letterhead of an affiliated hospital may display the name of the College below only where it clearly indicates the nature of the affiliation to EINSTEIN (e.g., Hospital ABC, an affiliate of the Albert Einstein College of Medicine) in accordance with the pertinent affiliation agreement.

[3] A letterhead may use the names of the College and another institution in parallel only with regard to an administratively unified department, division or program, and only with prior review and approval by the Office of the Dean.

EINSTEIN

HOSPITAL

Department

XYZ

B. DEPARTMENTAL CLINICAL PRACTICES AND PROGRAMS

[1] The practice or program may use the EINSTEIN name in its title (e.g., EINSTEIN Faculty Practice Plan; EINSTEIN Medical Associates) if the practice is conducted or directly supervised by EINSTEIN, with all the revenue from such practice turned over to EINSTEIN. Such usage requires prior review and approval by the Office of the Dean.

[2] A clinical practice plan, operated and managed by or through an affiliated hospital and staffed by those holding EINSTEIN faculty appointments, may refer to its relationship to EINSTEIN only upon written authorization by the Office of the Dean. Such authorization shall be encompassed in a written agreement which shall, among other terms: (a) provide exactly how and when reference to EINSTEIN is permitted, (b) include a description of the nature and scope of the teaching obligation to EINSTEIN being undertaken by the practice plan, (c) specify liability and hold harmless provisions, (d) outline the terms of the financial obligation to EINSTEIN being undertaken by the practice plan, and (e) provide that such authorization shall be withdrawn under specified conditions or failure to abide by all the terms of the agreement.

C. RESIDENCY PROGRAMS

Residency programs may use the names of both the College and the appropriate affiliated hospital(s) only in accordance with agreements reached between the College and the affiliate. Care must be taken that the separate identity (logo, etc.) of each institution remains clear.
III OTHER USES

A. CENTERS, INSTITUTES AND PROGRAMS

A program or activity, including but not limited to interdisciplinary or interdepartmental centers or institutes, is authorized to use the name of the College only when:

[1] it has been established in accordance with College procedures for approving such an entity, or

[2] it has been given special permission by the office of the Dean, as, for example, may be required in connection with grant funding.

B. DEPARTMENTAL ALUMNI ASSOCIATION

Such a group may use the EINSTEIN name provided that the appropriate Department Chairperson reviews and assumes responsibility for its policies and activities and recommends to the Dean’s office that approval be given. Approval, if given, will generally include a periodic independent audit of the group’s financial operations.

C. NONPROFESSIONAL SPECIAL PURPOSE GROUPS (e.g., EINSTEIN Physicians Against the Bomb)

Any group of faculty, staff, or students that organizes itself to fulfill any objective other than the teaching, research, and patient care activities of the College itself, must always indicate that use of the EINSTEIN name is for identification purposes only and does not reflect institutional approval, sponsorship, or support of the activity or position in question.

IV DESIGN AND USE OF INSTITUTIONAL LETTERHEAD

A Use of the institutional letterhead should be restricted to communications that pertain to College business or related academic purposes.

Accordingly, institutional letterheads may not be used for personal communications, including but not limited to such things as Letters to the Editor, solicitations for charities, political endorsements or petitions, commercial endorsements or advertisements, or correspondence relating to volunteer work. Use of one’s academic title is, however, permitted in any of those communications as part of the faculty member’s signature for identification purposes, subject to the restraints outlined in this policy.

B Inclusion of the name(s) of any other institution or organization as part of the EINSTEIN letterhead requires approval by the Office of the Dean.
V FUTURE MODIFICATIONS

The President of the University or his designee may from time to time approve modifications to the general policy when in his sole judgment it is in the interest of the College to do so.

VI COMPLIANCE

All existing usages must be brought into compliance with this policy by no later than three months after it becomes effective.

Effective April 19, 1994