

## **IMPLEMENTATION TEAM #18: AFFILIATION COLLEGIATE LICENSING CHARTER**

Draft 10/17/23

### **1. Team Title: Affiliation Team #18: Affiliation Collegiate Licensing**

**2. Background:** The affiliation between Fort Hays State University, Northwest Kansas Technical College, and North Central Kansas Technical College creates an opportunity to advance our shared brand, ensure brand standardization in logoed merchandise, and create a revenue stream through licensing royalties. AIT #18 will integrate NCK Tech and Northwest Tech, under the new FHSU Tech brand, into FHSU's collegiate licensing system to achieve the aforementioned outcomes. This group will not be responsible for developing new logos or associated brand and style elements.

### **3. Team Sponsor: the Affiliation Implementation Steering Committee (AISC)**

#### **4. Team Structure:**

a. Leadership: Scott Cason, FHSU CCO

b. Membership:

1. Boyce Durr, FHSU Public Affairs Officer, University Communications
2. Courtney Victoria, FHSU Manager, Victor E. Apparel & Gift Company, Memorial Union
3. Scott Gross, FHSU Creative Director, University Marketing
4. Matt Cook, FHSU Assistant Athletic Director/External Operations, Tiger Athletics
5. Sarah Munoz, FHSU Account Representative, Affinity Licensing
6. Tricia Cline, Dean of Enrollment Management, NCK Tech
7. Rory King, Athletic Director, Northwest Tech
8. Wesley Winch, AISC Liaison
9. Diana Baumann, AISC Liaison

c. Conditions of membership. Team members are appointed by and serve at the direction of the AISC. AIT #18 may invite others to participate as needed, but any invitees may become regular team members only if approved by the AISC.

d. Term of service: through completion of its deliverables or as directed by the AISC

#### **5. Team Charge:**

- a. Responsibility and authority: AIT #18 will work with Affinity Licensing, FHSU's collegiate licensing partner, to integrate the two FHSU Tech colleges into the Affinity Collegiate Licensing partnership.

Specific responsibilities related to this implementation include:

1. Expand FHSU's Affinity Licensing partnership contract to include the two FHSU Tech colleges.
2. Integrate the new brand marks for the two FHSU Tech colleges into the FHSU brand and style guide.
3. Integrate the new brand marks of the two FHSU Tech colleges with FHSU's Affinity Collegiate Licensing program.

4. Assign delegated responsibilities for collegiate licensing program administration at the two FHSU Tech colleges (license agreement signing authority and graphic design review and approval authority) as directed by senior leadership to take effect after the work of AIT 18 is complete.
5. Develop a timeline and complete this transition no later than March 29, 2024.

**6. Deliverables:**

- a. A revised partnership agreement with Affinity Licensing that includes the two FHSU Tech colleges;
- b. Updates to the Affinity web portal to allow for licensed vendor contract management and graphic design review and approval for all FHSU and FHSU Tech brand marks used in the creation of branded merchandise by licensed vendors;
- c. A breakdown of annual collegiate licensing fees and royalty payment requirements for all licensed vendors;
- d. Establish a revenue-sharing model for FHSU and the two FHSU Tech colleges;
- e. Designate licensing program administrators at each FHSU Tech college to manage licensing approvals and design reviews on the two tech college campuses;
- f. Implement a quarterly and annual collegiate licensing performance reporting process;
- g. Add the two FHSU Tech colleges to the FHSU collegiate licensing partnership agreement;
- h. Provide access for the appropriate staff from the two FHSU Tech colleges to the Affinity web gateway to enable essential program management administration;
- i. A promotional roll-out plan for the new FHSU Tech brands developed in collaboration with AIT #9 (Recruitment and Marketing);
- j. Delivery of a plan to meet all deliverables no later than January 15, 2024.

**7. Resources:**

- a. The Affinity Licensing online administrative gateway ([affinity-gateway.com](http://affinity-gateway.com));
- b. Any budget allocation is TBA and subject to funding and AISC approval.

**8. Team Calendar:** The Study Group will maintain a current calendar of internal meetings, meetings with AISC, and others tied to its critical path analysis and related documents.

**9. Incorporated Documents: None**

Approval  (AISC)

11-13-23

Revised and approved  (AISC)

11-13-23