



HEALTHIER WORKPLACES | A HEALTHIER WORLD

AIHA MOU Policy

Drafted November 2022

Introduction

In 2012 AIHA retained the services of Carolyn Lugbill, CAE, President, Going Global Matters to develop key criteria to be considered when evaluating a Memorandum of Understanding (MOU) with a third party. A scorecard was developed based on the criteria detailed below. The individual tasked with researching and evaluating an MOU should complete the scorecard to the best of their ability and present it to the AIHA CEO for review. All MOUs require formal approval by the Board of Directors.

NOTE: All potential MOU partners are appropriately vetted in advance to ensure fiscal stability and alignment with our core values.

Criteria

1. **Synergy with AIHA Mission and Priorities:** Will this partnership support AIHA's mission and goals? Will it increase the value of AIHA within the profession and strengthen AIHA's reputation? Do the goals of this partnership align with the strategic goals of AIHA? Are there mutual benefits to both organizations?
2. **One of AIHA's Target Markets:** Is the partner U.S. based or located within one of the countries targeted by AIHA? Does AIHA already have an existing relationship with the organization?
3. **Sizeable Market:** Is there a significant number of members or potential members within the partnering organization that want or value AIHA's products/services?
4. **Member Benefit and Reach:** Will this partnership extend AIHA's reach and presence domestically and/or internationally? Will AIHA increase membership because of this partnership? Will this partnership help AIHA members and potential members gain access to the association's professional development and education and training programs at the local level? Will this partnership help to foster community development and a greater Return on Engagement among its members?
5. **Expansion of AIHA's Products/Services:** Will this partnership provide the opportunity to sell more of AIHA's products or services? Will this partnership leverage or reuse an already existing product/service? Will AIHA need to modify its products/services to succeed with this partnership?
6. **Financial Return:** Will this partnership contribute to AIHA's bottom line and provide an acceptable Return on Investment?
7. **Resource Investment:** Does AIHA have the staff capacity and financial resources to launch, manage and ensure the success of this partnership? Has AIHA determined and



HEALTHIER WORKPLACES | A HEALTHIER WORLD

weighed the staff time and financial costs vis-a-vis potential revenue opportunities of selling its product/services?

8. **Language and Cultural Compatibility:** Do the leaders of this partnering organization feel comfortable doing business in English? Will there be cultural and communication differences that will require staff expertise for handling potential challenges?
9. **Infrastructure:** Does the partner have the infrastructure (i.e., marketing expertise, distribution channels) and the viability to enter into a partnership? Will the partner be able to fulfill the financial obligations of the partnership?
10. **Purchasing Power:** Do members or potential members have the money to purchase AIHA's products and services?
11. **Long-term Sustainability:** Will this partnership be sustainable long-term?
12. **Impact on AIHA's Reputation and Brand:** Will this partnership help to bolster or damage AIHA's reputation in the profession and its recognized brand around the world? What is this potential partner's reputation among its peers, clients, and members?
13. **Alignment with other Entities:** Does this partner have any actual or perceived alignment with other entities (e.g., government, association, or party) that may create a polarizing or controversial response for AIHA?
14. **Public Relations Issues:** Does this partner have any negative public relations issues in its past, currently, or in the foreseeable future that could impact the credibility and success of a partnership with AIHA?
15. **Accreditation, Licenses, Registration Issues:** Does AIHA have any issues or concerns with the accreditation, licenses, and/or registrations this partner offers?
16. **Compliance with Applicable Standards, Regulations, and Laws:** Is this partner in compliance with all applicable standards, regulations, and laws for the programs or credentials it produces within its own country?

Questions to Evaluate a Partner's Product or Service

1. Does this product or service enhance or aid in implementing an existing AIHA product or service?
2. Is this product or service relevant to existing AIHA publications, standards, or guidelines?
3. Is it useful in implementing or assisting users in the application of an AIHA practice standard, guideline, or strategy?
4. Does this product or service fully reflect the technical content of pertinent existing practice standards, guidelines, strategies, or positions?
5. Is this product or service free of key technical gaps, logic gaps, or similar deficiencies?
6. Is it in any conflict with any current AIHA practice standard, guideline, strategy, or position; with any AIHA products or services under development; or with any AIHA strategic initiative?
7. Does this product or service result in any legal liability for AIHA?



HEALTHIER WORKPLACES | A HEALTHIER WORLD

8. Does it further AIHA's mission, goals, or objectives?

Characteristics of Successful Partnerships

- Joint planning, experience working together, and joint evaluation
- Recognition of the strengths, weaknesses, differences, and similarities of all sides
- Proactive communication that ensures that you are talking about the same thing
- Time and space for feedback, disclosure, and discussion on your communication process
- Ability to both participate in and observe the relationship to ensure a high degree of awareness, ongoing learning, and regular adjustments, as needed
- Clarity regarding sustainable levels of partnership activity
- Strong mutual interest and compatible goals

Procedure

1. Click [here](#) to complete the MOU evaluation form.
2. This form, in addition to the MOU document, shall be submitted to AIHA's CEO for review.
3. All MOUs require formal AIHA Board of Directors approval prior to initiation. The Board may approve at one of its scheduled meetings or via e-ballot.
4. MOUs are regularly reviewed by staff and any concerns are brought to the attention of the Board as needed.