



Code of Conduct

As a participant in UNC's Ask an Innovator platform, I will be professionally networking with members of the UNC community to include alumni, students, faculty/staff, employers, donors and community partners. I recognize that UNC holds itself, its employees and its students to the highest level of professional integrity and social responsibility as governed by a set of policies and procedures that can be found at: policies.unc.edu. I understand that my involvement in the network is governed by those policies and that I will be held to the highest ethical standards.

In this agreement,

- Innovators include any role that provides feedback or guidance to participants in the various UNC programs such as Innovate Carolina, KFBS Entrepreneurship Center, Launch Chapel Hill, and the Shuford Program.
- Tarheels refers to any student or startup in our programs seeking advice such as Adams Apprentices, Launch ventures, Carolina Challenge participants, Shuford students, 1789 and BLUE members.

Each party (Innovator and Tarheel) agree to the following:

- Maintain a professional and ethical working relationship by participating in open, honest, respectful and relevant conversations with members of the network.
- Acknowledge emails and interactions and respond in a timely manner (24-72 hours)
- Keep all commitments regarding the scheduling of networking contact and meetings. If a cancelation is necessary, to provide two days' notice if possible.
- Ensure a safe and supportive environment for each meeting.

The Innovator agrees to support by:

- Acting as a role model.
- Asking questions to encourage clarity and empower the student towards a self-directed approach in their growth and development.
- Providing advice where necessary and assisting with devising a career development strategy where appropriate.
- Recognizing your own professional boundaries and limits to their expertise and knowledge and refer the student to other specialists for advice as appropriate.

The Tar Heel agrees to:

- Be proactive in seeking advice through this platform
- Act with integrity and commitment.
- Be responsible for driving their career journey
- Maintain a sense of open-mindedness and possibility in respect to the value of advice, suggestions and ideas proposed by the advisor.
- Seek clarification if something is unclear to you but do so carefully and politely.

Confidentiality

It is likely that in the course of networking, members of the Innovation community will be provided or will have access to confidential or proprietary information of other members of the network (“Confidential Information”). Network members shall (1) hold in confidence any and all Confidential Information, (2) exercise the same amount of diligence in preserving the confidentiality of that Confidential Information as the diligence used in preserving the confidentiality of its own Confidential Information, but in no event less than a reasonable degree of care, (3) restrict disclosure of any and all Confidential Information to those persons who have a need to know such information and (4) use the Confidential Information only for the purpose of networking within the Innovation and Entrepreneurial community.

Privacy

The information you provide in the Ask an Innovator platform will be stored and maintained by the Innovate Carolina and Eship Center staff. This information will be used by our staff for the purpose of contacting you regarding your experiences using the platform, updating your Innovator profile and communicating with you regarding events and activities which we believe may be of interest to you. Individuals have the right to access any information the University holds about them and requests for access should be directed to AskAnInnovator@unc.edu.

Key University Policies

The Innovators and Tar Heels agree to comply with the University’s policies to the extent that such policies apply to them as amended from time to time including the following:

- [Policies regarding conflict of interest](#)
- [Policy for the privacy of electronic information](#)
- [Policy on prohibited discrimination, harassment, and related misconduct](#)

Copies of all policies can be found at policies.unc.edu

Harassment

We are a community of professionals, and we conduct ourselves professionally and with kindness. Harassment and other exclusionary behavior are not acceptable. This includes, but is not limited to:

- Violent threats or language directed against another person.
- Discriminatory jokes and language.
- Posting (or threatening to post) other people's personally identifying information.
- Personal insults, especially those using racist or sexist terms.
- Unwelcome sexual attention.
- Advocating for, or encouraging, any of the above behavior.
- Repeated harassment of others.

This is not an exhaustive list yet it serves to distill our common understanding of a collaborative, shared environment, and goals.

Feedback and Reporting Issues

The Innovators and Tar Heels understand that they will be requested to participate in periodic evaluations, as well as provide any feedback to UNC when requested.

If you experience or witness unacceptable behavior—or have any other concerns—please report it by contacting us via AskAnInnovator@unc.edu. All reports will be handled with discretion. Please include as much detailed information as possible to include what occurred, any public documentation, etc. After filing a report, we will follow up with you directly. We will respect confidentiality requests.

Diversity Statement

We believe that work in entrepreneurship and diversity, equity, and inclusion are challenging and imperfect, yet fueled by passion to improve lives and create opportunities for a better future. That's why it's imperative that we prioritize and integrate research, experiences, and best practices of both DEI, innovation and entrepreneurship into the core of what we do. We hope that each member of our community will bring your whole authentic selves and your experiences to join us in this journey.

Duration of this Agreement

This statement of understanding between the participants and the Ask An Innovator platform remains in force until either party gives the other party written notice of their desire to withdraw from the network.

By agreeing to enrollment in this platform, the participant agrees to abide by this Code of Conduct and act in accordance with the policies specified above as well as all applicable UNC policies and procedures.