

The Full Membership application can be accessed and submitted through this [link](#).

Criteria for Full Membership

To become a Full Member, the candidate university must meet the following criteria.

1. Be an Associate Member of the USCA for at least 12 months in good standing and meet all the requirements for Associate Membership.
2. For Full Membership, a recognized entity must also demonstrate:
 - a. Having a name: The entity must be a stand-alone initiative for the University.
 - b. The stand-alone entity must have the word “sales” in some form (e.g., Sales Center; Selling Institute)
 - c. The recognized entity must be able to receive funding, and the entity director must have discretion to use the funding.
3. Employ a minimum of three sales faculty (faculty must teach within sales curriculum), where one professor holds a full-time contract and a Ph.D. or D.B.A.
4. A means to conduct and record role plays, where students in an advanced-level sales course are recorded and review their performance.
5. Offer a minimum of three sales courses with two levels of sales education (one course being a prerequisite or co-requisite course for one other course).
 - a. Maintain a maximum of 30 students in entry-level sales classes.
 - b. Maintain a maximum of 20 students in advanced sales classes.
 - c. Exceptions can be granted for maximum class size if the applicant can demonstrate significant rigorous and / or experimental components to the course content.
6. Have an advisory board composed of industry executives that meet at least once a year.
7. Have industry sponsors or partners for the sales program.
8. Have significant industry participation in classes and other activities.
9. Demonstrate how their program impacts students, demonstrated by activities such as:
 - a. Number of students who secure sales positions post-graduation.
 - b. Number of internship opportunities that the program generates for the students per year.
 - c. Live sales experiences that the program requires for its graduation.
 - d. Specialized job fairs conducted by the sales program.
 - e. Participation in external sales competitions.
 - f. Hosting of in-house sales competitions and other innovative and/or impactful activities related to the sales program.
10. Pass a site visit verification.



- a. The President or other member of the USCA executive board shall conduct a site visit to verify program status in accordance with the stated criteria for Full Membership.
- b. The site visit will include interviews with the Dean of the School and Chair of the Department in which the Center is housed.
- c. The applicant is responsible for all associated travel related costs of the site visit by the USCA President or member of the executive board.

Application Process for Full Membership

1. Applying university should contact USCA Membership Chair and provide him/her with a formal letter of application and a full explanation of how the program currently meets the criteria for Full Membership.
2. Membership Chair verifies applicant meets Full Member requirements based upon application submitted and by gathering any additional information s/he feels is necessary.
3. Director of program contacts USCA President and schedules a site visit.
4. Within 14 days of the site visit, the Executive Board member who conducted the site visit will prepare a report and distribute it to the USCA Board for review and comment.
5. Following USCA Board review, the report will be distributed to all Full members for their review.
6. Within 14 days of distributing the report, the USCA President will call for a vote on the Associate Member's application for Full membership.
7. Voting on an application for Full membership can take place at a regular USCA meeting or electronically via e-mail.
8. 75% of Full Members must vote in favor of the application for it to be approved.
9. The USCA President will inform the applying university of the results of the vote.
10. If the application is approved, the USCA President will submit via email an official offer of Full Membership to the Associate Member.
11. Upon acceptance of Full Membership by the applicant:
 - a. The President will notify all USCA members of the new Full Member.
 - b. The Treasurer will forward an invoice for USCA Full Membership dues.
 - c. The Chair of the Marketing Communications Committee will update the USCA web site to include the new Full Member.
 - d. The new Full Member is responsible for providing the Membership Chair and the Marketing Communication Chair the official designation of the Full Member Center, the name and title of the official Director of the Center, and contact information to be added to the official membership roll and directory and posted on the USCA Web Site.
12. Full Members must attend the fall meeting each year.
 - a. Any Full Member not attending the fall meeting will receive a letter from the President of the USCA officially notifying it of the infraction.





UNIVERSITY SALES CENTER ALLIANCE

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- b. Any Full Member not attending the fall meeting two years in a row will be moved to suspended status (including but not limited to the University being removed from USCA website, loss of voting privileges, etc.) until it has satisfied the Executive Committee of its future compliance.

Please direct questions regarding membership or the application process to the USCA Membership Committee Chair.

