

DEPARTMENT OF REVENUE

Division of Motor Vehicles – Title and Registration Sections

1 CCR 204-10

RULE 45. ALUMNI LICENSE PLATES

Basis: The statutory bases for this rule are 42-1-204, and 42-3-214 C.R.S.

Purpose: This rule is promulgated to establish and clarify application processes and responsibilities for the issuance and maintenance of Alumni License Plates.

1.0 Definitions

- 1.1 “Alumni License Plate” means a special license plate issued to recognize an alumni association of a private or public college or university that is located within Colorado pursuant to section 42-3-214, C.R.S.
- 1.2 “Notice of Approval” means written notice issued by the Department approving establishment of a new Alumni License Plate.
- 1.3 “Certificate” for the purpose of this rule means the Department approved letter, voucher, or other document issued by an alumni association as evidence that a person is qualified to receive an Alumni License Plate. The document must be substantively identical to the form prepared by the Department for this purpose. A Certificate may be issued in electronic or digital format instead of paper, if approved by the Department.
- 1.4 “Pre-Certification Qualifier” means a condition(s) that must be met in order to qualify for issuance of an Alumni License Plate.
- 1.5 “Registered” for the purpose of this rule means a vehicle with an unexpired registration as provided in sections 42-3-102 and 42-3-114, C.R.S., that is currently issued the Alumni License Plate, unless the context otherwise requires.
- 1.6 “Retire” or “Retirement” means the discontinuation of the production of the Alumni License Plate.
- 1.7 “Secure and Verifiable Identification” means a form of identification listed on form DR 2841 Secure and Verifiable ID.

2.0 Application for Creation of Alumni License Plates

- 2.1 An alumni association that meets the requirements of section 42-3-214, C.R.S., and this rule may apply for the creation of an Alumni License Plate.
- 2.2 A college or university may have only one Alumni License Plate. If an alumni association is able to demonstrate that a college or university is independent from its parent college or university, either by statute, separate accreditation by a nationally recognized accrediting agency or association, or other bases, then the alumni association may apply for an Alumni License Plate pursuant to section 42-3-214, C.R.S., and this rule.

- 2.3 An alumni association may apply for the creation of an Alumni License Plate by submitting an application supplied by the Department to the Title and Registration Section, Division of Motor Vehicles. Applications may be submitted in paper or electronic form. Incomplete applications will not be accepted or retained.
- a. Applications must be signed by the alumni association's designated representative, who shall affirm that the alumni association has complied with the requirements of section 42-3-214, C.R.S. and this rule. In addition to the signed application, the alumni association must submit:
1. Commitments from at least five hundred persons to purchase an Alumni License Plate, including the name, address, signature, and county of residence for each person.
 - A. Purchase commitments may be submitted in either paper, electronic, or digital format, as required by the Department.
 - B. Purchase commitments are not transferable between applications for different Alumni License Plates.
 - C. Purchase commitments are valid for two years from the date they are submitted with the application to the Department.
 - D. With prior approval of the Department, the alumni association may use electronic or digital methods to collect purchase commitments. Electronic or digital methods may include, but are not limited to, web petitions or electronic mail.
 2. Proof that the college or university is: (1) an institution of higher education that offers at least a bachelor's degree; (2) accredited by a nationally recognized accrediting agency or association; and (3) located in Colorado.
 3. A sample Certificate (paper, electronic, or digital) with a written description of security features (serialization, watermarks, holograms, etc.) incorporated into the Certificate. Sample Certificates must be provided to the Department prior to issuing Certificates to qualified individuals. An individual's name on a Certificate must be identical to that listed on the individual's Secure and Verifiable Identification. Certificates are not transferable and are valid for issuance and registration of one set (single if a motorcycle) of Alumni License Plates. The Department will destroy the Certificate upon issuing the Alumni License Plate. The Certificate must contain an area in which the alumni association will place a Department system generated serial number/PIN.
 4. Proof that the alumni association has the legal right to use all logos, designs, colors and other intellectual property in the proposed design of the Alumni License Plate.
 5. A description of the qualifications the alumni association has established for eligibility to obtain a Certificate. The qualifications may be either membership in the alumni association or specified levels of monetary contributions to the college or university. If the alumni association has no qualifications, the alumni association must provide a written statement of this fact.

- a. If the qualifications include monetary contributions to the college or university, the application must specify what monetary level of contributions are required.
 - 6. If the alumni association has established qualifications to use alumni license plates, a description of how the one-time fee required for qualification for the Alumni License Plate will be used. The use may be either scholarships for students attending the college or university or support of academic programs at the college or university.
- 2.4 Upon receipt of the Notice of Approval, the alumni association must submit payment for the costs of the plate design in the form of a check or money order directly to Colorado Correctional Industries.
- 2.5 The alumni association must meet all requirements under section 42-3-214, C.R.S. and this rule prior to the production and issuance of the Alumni License Plate.

3.0 Approved Alumni License Plates: Responsibilities and Processes

- 3.1 Alumni License Plates must be designed within the parameters established by the Department. The Department may deny any design violating such parameters.
- a. Design changes requested after the design has been approved must be submitted in writing to the Department by the alumni association, and signed by its designated representative. Supporting documentation for the design change is required and may include, but is not limited to, issuance trends, current inventory levels, and costs associated with changes. If the change request is approved, the alumni association must prepay all design costs directly to Colorado Correctional Industries prior to production of the new design. Design changes are effective upon approval by the Department. If approval is granted while existing inventory is available, and the alumni association requests that the new plates be implemented prior to the sale of such inventory, the alumni association must pay all costs associated with the recall, collection, and destruction of existing inventory. Registered vehicle owners may continue to use their current alumni license plate regardless of any subsequent design change; provided that such plate will not be replaced if the inventory is destroyed, exhausted, or the Department has determined not to issue additional plates of the prior design or designs.
- 3.2 Upon completion of the proposed Alumni License Plate design, the alumni association will receive one sample of the approved plate design. Sample plates used in the design approval process are the property of the Department. The alumni association may request up to five samples for marketing and display purposes upon payment of material fees for each sample plate, as established in section 42-3-301, C.R.S. Sample plates will be produced using the standard passenger size license plate with the standard sample plate numbers assigned by the Department. Non-standard plate number requests will not be accepted.
- a. The Department must be given at least seventy-two hours prior notice of all news releases, interviews, or mass communications referencing the Alumni License Plate.
- 3.3 Alumni License Plates typically are produced through a print on demand process, which does not require pre-stocking of inventory. However, the Department may use methods other than print of demand if the Department deems it appropriate.

- 3.4 The Department will not distribute thank you notes, requests for contributions, or other materials on behalf of the alumni association.
- 3.5 The college or university for which an alumni association applies to establish an Alumni License Plate must continuously be located in Colorado, offer at least a bachelor degree in an educational program, and be accredited by a nationally recognized accrediting agency or association pursuant to sections 42-3-214(2)(a) and 42-3-214(2)(c), C.R.S.
 - a. If a college or university no longer meets this requirement, the Department may Retire the Alumni License Plate pursuant to Code of Colorado Regulations 1 CCR 204-10 Rule 20. License Plate Retirement, and, if Retired, the alumni association must eliminate the Pre-Certification Qualifier, if any. At that time the alumni association must cease to associate itself in any way with the Alumni License Plate.
- 3.6 If an alumni association has Pre-Certification Qualifiers, it must enter information for each individual who the alumni association has approved to be issued the Alumni License Plate into Department maintained systems and record the system generated serial number/PIN on the Certificate. The Department will use the serial number/PIN to authenticate the Certificate.
- 3.7 The alumni association must notify the Department in writing if its right to use the Alumni License Plate is transferred to a successor alumni association. The successor alumni association must meet all statutory and regulatory requirements.
- 3.8 An alumni association may request changes to its Certificate. Requests must be submitted in writing, and any change must be approved by the Department prior to issuing the new Certificate. Any changes must meet the requirements of this rule. Upon approval, the Department will work with the alumni association to establish an effective date upon which the alumni association may begin to issue the new Certificate. Only new Certificates will be accepted by the Department after the effective date of the new Certificate; provided, however, that the Department will accept an old Certificate if it was issued by the alumni association before the effective date of the new Certificate.
- 3.9 Alumni License Plates will be issued beginning on the issuance date specified in the Notice of Approval.
- 3.10 The Department may audit an alumni association. The audit may include, but is not limited to, a review of accounting, financial, tax, and Pre-Certification Qualifiers.
 - a. If the Department determines that the college or university or the alumni association has violated or no longer meets the requirements of section 42-3-214, C.R.S., or this rule, the Department may require additional information or, at the Department's discretion, may Retire the Alumni License Plate pursuant to Code of Colorado Regulations 1 CCR 204-10 Rule 20. License Plate Retirement.
 - b. If the Department requires additional information, and the information is not provided or does not change the Department's determination that the college or university or the alumni association has violated or no longer meets the requirements of section 42-3-214, C.R.S, the Department may Retire the Alumni License Plate pursuant to Code of Colorado Regulations 1 CCR 204-10 Rule 20. License Plate Retirement.
- 3.11 Alumni associations with Alumni License Plates established prior to this rule must meet the requirements of this rule except as otherwise provided herein and/or pursuant to a contract between the alumni association and the Department that establishes requirements that differ from this rule.

4.0 Denial and Retirement Appeals

- 4.1 If an alumni association's application for an Alumni License Plate has been denied, it may request a hearing, in writing, within 60 days after a notice of denial is issued. Written hearing requests shall be submitted to the Department of Revenue, Hearings Section.
- 4.2 The hearing shall be held at the Department of Revenue, Hearings Section. The presiding hearing officer shall be an authorized representative designated by the Executive Director. The Department's representative need not be present at the hearing unless the presiding hearing officer requires his or her presence or the alumni association requests his or her presence in writing. If the Department's representative is not present at the hearing, the hearing officer has the discretion to consider any written documents and affidavits submitted by the Department.
- 4.3 An Alumni License Plate will be Retired pursuant to Code of Colorado Regulations 1 CCR 204-10 Rule 20. License Plate Retirement.

Basis: The statutory bases for this regulation are ~~42-1-201, 42-1-204, and 42-3-214 and 42-3-301 C.R.S.~~

Purpose: The following rules and regulations are promulgated to establish criteria for the application, responsibilities, and processes for Alumni License Plates.

1.0 Definitions

- 1.1 ~~"Alumni License Plate" means a special license plate that is not a distinctive plate and is issued to recognize an Alumni Association of a private or public college or university that is located within Colorado.~~
- 1.2 ~~"Approval Notification" means the Department certification that the Alumni Association has met statutory and regulatory requirement for the creation of an Alumni License Plate.~~
- 1.3 ~~"Certificate" for the purpose of this regulation means letters, vouchers, or certificates issued by the Alumni Association as evidence that a person has met the pre-certification qualifier for their associated Alumni License Plate.~~
- 1.4 ~~"College or University" means an institution of higher education that offers at least a bachelor degree in an educational program and that is accredited by a nationally recognized accrediting agency or association.~~
- 1.5 ~~"Department" for the purpose of this regulation means the Department of Revenue, Division of Motor Vehicles, Title and Registration Sections.~~
- 1.6 ~~"Pre-Certification Qualifier" means a condition(s) that must be met prior to the issuance of an Alumni License Plate. Pre-certification qualifiers may be, but are not limited to, monetary donation, membership with the Alumni Association, or meeting of the Alumni Association specific criteria.~~
- 1.7 ~~"Registered" for the purpose of this regulation means a vehicle with an unexpired registration that is currently issued the Alumni License Plate pursuant to 42-3-102 and 42-3-114, C.R.S.~~
- 1.8 ~~"Retire" means the discontinuation of the issuance of the Alumni License Plate.~~

~~1.9 — “Secure and Verifiable Identification” means an identification document reflected listed on the Department’s Form DR 2841 Secure and Verifiable ID.~~

~~2.0 — Application for Creation of Alumni License Plates~~

~~2.1 — An Alumni Association that meets the requirements of 42-3-214 C.R.S. and this regulation is eligible to apply for the creation of Alumni License Plates.~~

~~2.2 — An Alumni Association that operates under the umbrella of a parent college or university shall not be permitted to create an Alumni License Plate and shall be considered to have a plate already created under that parent college or university for which they are associated with. If the proposing Alumni Association is able to demonstrate their independence as a separate college or university from their parent college or university then creation of the Alumni License Plate shall be pursuant to these regulations and upon approval of Department.~~

~~2.3 — Upon completion of all statutory and regulatory requirements by the Alumni Association for the proposal to create an Alumni License Plate an application, on the forms supplied by the Department, shall be submitted to the Registration and License Plate Program Manager, Division of Motor Vehicles. Incomplete applications will not be accepted or retained.~~

~~A. — Applications shall be signed by the Alumni Association affirming agreement to this regulation. In addition to the signed application, the Alumni Association shall submit:~~

~~1. — Commitments for Alumni License Plate purchases from at least five hundred (500) Colorado registered vehicle owners and shall include the name, address, and county of residence for each person committing to the purchase of an Alumni License Plate. These are required to be provided in both paper and electronic format, as required by the Department. Commitments are not transferable between applications for different Alumni License Plates, and are valid for a period of two years from the date submitted to the Department.~~

~~a. — With prior approval by the Department, the Alumni Association may be permitted to use electronic methods for collection of Commitments. Electronic methods may include, but are not limited to, web petitions or electronic mail.~~

~~2. — College or university accreditation information that demonstrates that the college or university is an institution of higher education that offers at least a bachelor degree in an education program and that is accredited by a nationally recognized accrediting agency or association.~~

~~3. — Certificate sample with a written description of security features (serialization, watermarks, holograms etc.) incorporated into the certificate. Certificate design requires Department approval prior to issuance. Sample certificates shall be provided to the Department for distribution to Motor Vehicle offices prior to issuance of certificates to qualified individuals. Certificates shall not be issued by the Alumni Association prior to the effective date indicated on the approval notification. Certificates shall be issued in the name of the person as listed on that persons’ secure and verifiable identification meeting the pre-certification qualifier requirement. Certificates are not transferable and shall be valid for the issuance and registration of one set of Alumni License Plates. Certificate shall be destroyed upon issuance of the Alumni License Plate.~~

- ~~4. Logo permission letter that must include written permission for use of all logos, designs, and colors used in designing, production, and manufacture of the Alumni License Plate. The logos, design, and colors provided by the Alumni Association must be owned and/or registered to the college or university.~~
- ~~5. Design payment in the form of a check or money order submitted directly to Colorado Correctional Industries prior to manufacture of the Alumni License Plate.~~
- ~~6. A pre-certification process description document that details the process that a Colorado resident must meet to be qualified to receive a certificate from the Alumni Association. In the event that there is no pre-certification, the Alumni Association shall provide a written statement of this fact.
 - ~~a. If a monetary exchange is required, the document shall detail the use of those funds meeting statutory and regulatory requirements.~~~~

~~2.4 All deadlines and instructions shall be followed by the Alumni Association upon receipt of the approval notification.~~

3.0 Approved Alumni License Plates Responsibilities and Processes

~~3.1 Alumni License Plates must be designed within the formats established by the Department. The Department has final approval authority and may deny any design proposal it considers offensive or misleading.~~

~~A. Design changes requested after the design has been approved must be submitted in writing to the Department by the Alumni Association. Supporting documentation required may include, but is not limited to, issuance trends, current inventory levels, and costs associated with changes. If the change request is approved, the Alumni Association shall prepay all design costs prior to manufacture of the new design. Design changes are effective as established by the Department inventory management methodologies. Registered vehicles, as defined in this rule, shall be allowed to maintain their current plate design. If approval is granted while existing inventory is in circulation and the Alumni Association requests that new plates be implemented immediately, the Alumni Association shall pay all fees associated with the recall, collection, and destruction of existing inventory.~~

~~3.2 Upon completion of the proposed Alumni License Plate design, the Alumni Association will receive one sample of the approved plate design. Sample plates used in the design approval process are the property of the Department. The Alumni Association may request up to five samples for marketing and display purposes upon payment of material fees as established in 42-3-301, C.R.S., for each plate. Sample plates shall be produced using the standard passenger size license plate with the standard sample plate numbers assigned by the Department. Non-standard plate number requests will not be accepted. Permission from the Department is required prior to use of the plate design, electronic plate images, or graphic plate images outside of usual marketing (website, newsprint etc.). The Department shall be given at least 72 hours prior notice of all news releases, interviews, or mass communications referencing the Alumni License Plate.~~

~~3.3 The Department shall determine the method used and initial supply and restocking of inventory.~~

~~3.4 Requests for the Department to distribute thank you notes, requests for contributions, or other propaganda with the issuance of the Alumni License Plate will not be accepted.~~

- ~~3.5 — The Alumni Association shall not request resident information or vehicle owner information from the Department concerning the number or expiration months of Alumni License Plates issued.~~
- ~~3.6 — The Alumni Association must affirm in writing to the Department when the authority of the Alumni License Plate is transferred to a successor Alumni Association. Upon acceptance of the transfer of authority by the Department, the successor Alumni Association shall meet all statutory and regulatory requirements and shall be required to affirm in writing agreement to the established regulations in regards to the Alumni License Plate.~~
- ~~3.7 — Request for changes to certificates must be submitted in writing, ensuring sufficient time to disseminate the change to all Motor Vehicle offices. Upon approval of the certificate change, the Department will establish an effective date. Amended certificate shall meet the requirement of Code of Colorado Regulations 1 CCR 204-10 Rule 45. Previously issued certificates that have not been presented to the Motor Vehicle office for issuance of the associated Alumni License Plate will be accepted for issuance of the Alumni License Plate.~~
- ~~3.8 — Pursuant to the date established on the approval notification, and every year thereafter on such date, there shall be the amount specified in statute that number of motor vehicles registered with the associated Alumni License Plate. If the Alumni License Plate is registered to less than the amount specified in statute, the Department shall retire the Alumni License Plate pursuant to the Code of Colorado Regulations 1 CCR 204-10 Rule 20. License Plate Retirement.~~
- ~~3.9 — The Department may require an audit of the Alumni Association alumni association monies collected and efforts made in the name of the Alumni License Plate. This may include, but is not limited to, accounting, financial, procedures, tax, and pre-certification qualifier audits.~~
- ~~A. — In the event that an audit results in adverse findings, the Department may require additional information to support the Alumni Association's claims and or may retire the Alumni License Plate pursuant to Code of Colorado Regulations 1 CCR 204-10 Rule 20. License Plate Retirement.~~
- ~~3.10 — If the Department retires an Alumni License Plate the retirement of the Alumni License Plate requires:~~
- ~~A. — The discontinuation of the issuance of the Alumni License Plate.~~
- ~~B. — Written notice, sent via regular certified postal mail, to the Alumni Association associated with the Alumni License Plate. This retirement notice shall also act as the official notice that the Alumni Association is no longer associated with the Alumni License Plate. Upon receipt of the retirement notice, the Alumni Association shall:~~
- ~~1. — Discontinue collection of donations and issuance of certificates.~~
- ~~2. — Within 72 hours remove, any reference to the Alumni Association License Plate from the Alumni Association website, newsprint, or other public assessed media.~~
- ~~C. — A person, whose vehicle is registered with a retired Alumni License Plate shall be permitted to continue registration with the Alumni License Plate, provided the registration remains current and the license plate is not damaged, lost, or stolen.~~

~~D. The Alumni Association is required to provide refunds to persons who were issued certificates from the Alumni Association within the last 13 months and who have not been issued the Alumni License Plate prior to the retirement date~~

~~1. A person who has received a certificate from the Alumni Association that has been approved for a personalized plate and has not been issued the personalized plate prior to the retirement date shall be permitted to register their vehicle with the Alumni License Plate provided that issuance and registration is completed within 13 months of the personalized plate approval date.~~

~~3.11 Applications for the proposal of a new to reinstate an Alumni License Plate will be accepted 5 years from the date of the last retirement of an Alumni License Plate by the same Alumni Association who will be required to meet the statutory and regulatory requirements at that time.~~

~~3.12 Alumni Associations with Alumni License Plates created prior to this regulation shall meet the requirements of this regulation rule unless such Alumni Association has a separate agreement with the Department that establishes separate requirements that differ from this regulation. In any event, that such other agreement is in place and it does not specifically address items in this regulation, this regulation shall apply and be in full effect.~~