

Policy No: A-4

Subject: AASL Endorsements

Number of pages: 2

Effective Date: June 27, 2015

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Review Date(s):

Review Responsibility: AASL Bylaws and Organization Committee, AASL Board of Directors

Policy Statement:

The name of the American Association of School Librarians (AASL) shall not be used to endorse any person, product, or activity without the express consent of the AASL Board of Directors.

Focus:

AASL Board of Directors, AASL Staff, AASL Conference Committees, AASL Publications, Speakers and Participants in AASL-Provided Educational Activities, Corporate Sponsors

Purpose:

To define the guidelines for commercial or organizational endorsement during AASL activities, in AASL publications, or any other service provided to AASL members.

Supportive Documentation:

Definitions:

1. Endorsement – the formal approval by the organization of a product, person, organization, initiative, or activity in which AASL’s name and/or logo is used.
2. Commercial - the promotion of a product or service in which a fee is attached regardless of the status of the organization or group offering the product or service (e.g., a university course offering an online subscription).

Procedure:

1. AASL offers opportunities for endorsement in the following categories:
 - a. Co-sponsorship of awards/grants
 - b. Cooperative publishing
 - c. Formal programs associated with another organization
2. AASL does not offer endorsements for commercial products, programs, or offerings

3. The following procedure will be followed to obtain AASL endorsement:
 - a. Formal recommendation will be presented to the AASL Board of Directors that will include:
 - i. Name of organization/institute requesting endorsement
 - ii. Description of program, activity, or initiative for which AASL would endorse
 - iii. Terms of endorsement (i.e., what does the submitter want from AASL and what will AASL receive in return)
 - iv. Length of endorsement
4. AASL Headquarters will maintain a list of past and current endorsements.
5. To ensure a fair and balanced presentation in AASL serial publications, blogs, educational sessions, etc., the following steps will be taken to avoid any false assumptions of an endorsement:
 - a. All articles and blog posts will be reviewed for a fair and balanced representation of vendor references.
 - b. Content will be monitored to determine if a post is related to the practice area being addressed or is considered a commercial posting.
 - c. Conference proposals will be reviewed to determine that the session's content is educational, not a commercial for a product/service.
6. AASL communication platforms (e.g. ALA Connect) may not be used for promotion or commercial endorsement.