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, Conference Committees, AASL Publications, Speakers and Participants in AASL-Provided Educational Activities, Corporate Sponsors

Definitions:
   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.

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

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 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. Current endorsements that are grandfathered into this policy include:
   a. Awards
      i. ABC-CLIO Leadership Grant
      ii. Beyond Words: Dollar General School Library Relief Fund
      iii. Bound to Stay Bound Books Travel Grants
      iv. Best Websites for Teaching and Learning (individual sites endorsed)
      v. Best Apps for Teaching and Learning (individual sites endorsed)
b. Publications
   i. ALA Publishing
   ii. Encyclopedia Britannica
   iii. American Association of University Presses
   iv. Council for Accreditation of Educator Preparation

c. Formal programs associated with other organizations (note these are ongoing vs. one time or renewable relationships)
   i. ASCD Whole Child
   ii. Future Ready Schools

5. AASL recognizes that there will be instances in which commercial vendors will be presented to the AASL members through a serial publication, website blog, educational session, etc. The following steps will be taken to ensure a fair representation of school library services offered to AASL members to avoid any false assumptions of an endorsement:
   a. Knowledge Quest (KQ) articles will be reviewed for a fair and balanced representation of vendor references. AASL recognizes that offering an exhaustive list is not always possible but the editor will look for a fair and balanced article.
   b. Conference educational proposals will be reviewed to determine if the session’s content is focused on the application of a product or service in the school library program or the focus is on a product/service. Aside from the amount of product/service promotion in the content the proposal will also be reviewed for a balanced view of solution offerings. Program chairs will have final determination as to whether a program submission is determined commercial.
   c. AASL recognizes that blog posts are often used to provide possible solutions to school library programming and can offer commercial solutions. The AASL website, which includes the Knowledge Quest website, will ensure that such posts have commenting capabilities so that the community can add additional resources. AASL will also monitor content to determine if a post is related to the practice area being addressed or is considered a commercial posting.

6. The following venues may not be used for commercial endorsement or promotion. Commercial in this instance includes private companies as well as 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 and online subscription).
   a. AASL Forum
   b. ALA Connect
   c. AASL Listservs
   d. AASL social media platforms