

Policy No: A-4

Subject: AASL Endorsements

Number of pages: 2

Effective Date: June 27, 2015

Revision Date(s): June 24, 2017

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:

