

## **Policy on Promotion and Endorsement of External Content**

***Supersedes: none***

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### **I. Purpose**

These guidelines have been issued to provide staff and faculty with a framework which they can use with respect to the promotion and endorsement of external content. These guidelines are subject to change and at the ultimate discretion of the Associate Dean, Professional Development as guided by Decanal review.

### **II. Background**

The Office of Professional Development and Educational Scholarship (OPDES) may from time to time elect to support or promote externally developed programs through the medium of social media, newsletter, or other forms or awareness campaigns or promotion. In other circumstances a program meets the high educational standards of Queen's University as adjudicated by the officers of OPDES. In these cases, a promotion or endorsement agreement may be established with the informed consent of the involved parties.

### **III. Policies**

The Queen's University policy on Fair Dealing applies and governs all OPDES activities. Please see the relevant policies listed in this document for more details.

Activities to be promoted will be shared and promoted via the social media, newsletter and other developed promotion channels of the office. These arrangements are on a case-by-case basis and ultimately at the discretion of the Associate Dean, Professional Development or their expressly assigned delegate.

Activities to be endorsed with the Queen's seal or that of its department, OPDES will be screened and assiduously reviewed for high-educational quality and rigour as well as other trustworthiness and quality criteria as deemed prudent by the office. A program so endorsed may use the Queen's logo in compliance with a struck agreement for only the duration noted. The criteria for endorsement closely mirror



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those of the National Standard for Continuing Professional Development with analogous adaptations and additions reflecting the esteem of Queen's University.

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