

# GAGC BOARD POLICY

Date Presented: 09/2013

<b>POLICY TITLE:</b>	<b>Endorsements and Partnerships</b>	<b>APPROVED BY: Executive Board September 2013</b>
<b>RESPONSIBILITY OF:</b>	<b>GAGC Executive Board</b>	
<b>PREPARED BY:</b>	<b>GAGC Executive Board</b>	

## I. POLICY STATEMENT

The Executive Board recognizes that there is both value and responsibility that must be acknowledged and exercised when GAGC endorses a specific program, product, service, or company (the "endorsed entity"). GAGC will endorse a program, product, service or company only after careful consideration and research to ensure that doing so would be in the best interest of the Association.

A formal endorsement by GAGC, with regard to any specific program, product, service, or company is subject to the principles and review process outlined in this policy.

**Note: The GAGC collaborative and service publications approval process does not apply to this policy.**

## II. ENDORSEMENT POLICY

### CRITERIA FOR ENDORSEMENT

Any proposed endorsement will be reviewed using the following criteria:

1. Is the program, product, service, or company consistent with GAGC's policies, goals, and beliefs?
2. Will the proposed endorsement contribute to better serving GAGC's stakeholders, members, and/or gifted education?
3. Is the quality and value of the program, product, service, or company to be endorsed equal to or greater than, the value of other similar programs, products, or services that are available in the marketplace?
4. Is the credibility and financial stability of the endorsed entity reasonably satisfactory?

5. Will the endorsement of this program, product, service, or company serve to reinforce or enhance the credibility and visibility of GAGC?
6. Will the endorsement of the program, product, service, or company be advertised in an honest and accurate manner? What other indicators of quality will be included?

GAGC has the right to refuse a request for endorsement that is deemed inappropriate or incompatible with the mission, goals, or best interests of the Association.

#### **REQUESTS FOR ENDORSEMENT**

Requests for endorsement should be submitted in writing to the Executive Board using the *Request for Endorsement* form. Requests should contain sufficient material to allow a proper assessment to be made.

Supplemental materials may also be submitted with the RFE which may aid in the decision-making process. Depending on the nature of the endorsement, these materials might include:

1. Data or evidence regarding the program, product, service or company
2. Plans for marketing the program, product, service or company
3. Sample products

The entity requesting endorsement may be asked to provide GAGC, to its satisfaction, additional information to confirm the quality and standing of the program, product, service, or company.

#### **PROCEDURE FOR REVIEW AND GRANTING OF ENDORSEMENT REQUESTS**

When an endorsement request is received, the Executive Assistant in collaboration with GAGC Executive Board members and any relevant GAGC committees will research the program, product, service, or company to ensure the endorsement will be consistent with the current policies, goals, and beliefs of GAGC and that any potential conflicts of interest are disclosed and addressed in accordance with GAGC's conflict of interest policy.

After review of the program, product, service, or company using the criteria set forth above, the Executive Board shall make a recommendation concerning the proposed endorsement. The Executive Board may determine to grant the endorsement, grant the endorsement with qualifications, or deny the endorsement.

If the endorsement is granted or granted with qualifications, the Board can recommend conditions from a menu of marketing options including: use of specific language related to the product, program or service (GAGC supports, GAGC recommends), use of the GAGC logo, and other items related to joint visibility. Acknowledging that each endorsement may be customized

according to the product or service, a written memo of understanding outlining this collaboration will be created as part of the endorsement agreement.

GAGC reserves the right to disassociate itself from any program, product, service, or company not in compliance with its policies, procedures, or guidelines. To this end, an annual review of each endorsement will be conducted based on the original criteria outlined in this policy. Additionally, a review may be made any time during the year if non-compliance is observed.

### **III. DEFINITIONS**

An “Endorsement” is any form of agreement, based on a written memo, whereby the endorsed entity may represent that GAGC has recommended the program, product, service or company.



## **Georgia Association for Gifted Children**

**An affiliate of the National Association for Gifted Children**

### **REQUEST FOR ENDORSEMENT FORM**

Organization or Company: \_\_\_\_\_

Contact's Name: \_\_\_\_\_

Contact's Title or Position: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
Street Town/City State Zip

1) Describe the Program, Product, Service, and/or Company for which you are seeking endorsement:

2) Describe the rationale for obtaining GAGC's endorsement.

3) Describe specifically what is expected from GAGC and what GAGC can expect in return for this endorsement? How will GAGC's endorsement be leveraged?

## Endorsement Policy Criteria

**Note:** Supplemental materials that may aid in the decision-making process may also be required with this form. Depending on the nature of the endorsement, required materials might include: 1) Data or evidence regarding the program, product, service or company; 2) Plans for marketing the program, product, service or company; and/or 3) Sample products. Additional information may be requested to confirm the quality and standing of the program, product, service, or company.