



American Academy on Communication in Healthcare

Guidelines for Academy Co-Sponsorship of Educational Events

From time to time, organizations or individuals may ask the Academy to co-sponsor educational events. These guidelines will inform decisions made by the President (or his/her delegate) regarding such requests for co-sponsorship.

Criteria

The Academy will consider the following criteria when asked to co-sponsor courses and other educational events:

Essential:

- The content of the educational event should fall within the scope of the Academy's mission.
- The design and conduct of the educational event should be of such quality that the reputation of the Academy is maintained or enhanced through co-sponsorship.
- Principal organizers of the educational event ensure that the Academy is clearly identified as a co-sponsor, and agree to make Academy information and membership applications available to event participants.

Desirable but not essential:

- Academy faculty participate in the design and/or implementation of the educational event.
- The educational event includes one or more of the following elements which characterize educational events designed and offered by the Academy:
 - ◊ principles of adult learning are used in the design of the event
 - ◊ participants are given the opportunity to participate in activities which promote personal awareness

Benefits to the Academy

Whenever possible the Academy should benefit from the decision to co-sponsor an educational event. Fees for Academy co-sponsorship will be negotiated between the President (or his/her delegate) and the organization or individual requesting co-sponsorship.

November 11, 1996: Approved by the Board