

### 3.1.11 Endorsements & Recognition

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1. The FSA is often approached by community organizations, political organizations, or individuals (including members) who request that the FSA endorse their activities. Additionally, the FSA may sometimes wish to provide an endorsement in the absence of a specific request or provide an endorsement by way of observation and recognition of specific significant days, weeks, or months which are relevant to the FSA. Providing an endorsement has the potential to impact the FSA in several ways, including:
  - 1.1. Engagement of FSA financial and personnel resources,
  - 1.2. Potential risks to or enhancement of the FSA's reputation, and
  - 1.3. Furtherance of the FSA's priorities and goals.
2. Endorsement is broadly defined as the FSA expressing approval, recognition, or support through any medium for an individual, organization, or group's activity, position, contribution, or cause. This policy's objective is to provide an analytical framework to be applied in considering whether or not to provide an endorsement.
3. Endorsements covered by this policy include, but are not limited to, the following activities:
  - 3.1. Writing a letter of support for a grant or funding application,
  - 3.2. Writing a letter or statement of reference or support for an award nomination,
  - 3.3. Adding the FSA to a list of signatories in support of a position,
  - 3.4. Providing a quotation or a comment for inclusion on a website, in a press release, or other communiqué,
  - 3.5. Distributing documents to facilitate the requestor's purpose,
  - 3.6. Providing monetary support not otherwise covered by FSA Policy 3.1.1 Donations & Gifts,
  - 3.7. Posting or linking to information from the Association website,
  - 3.8. Posting or reposting content and information in the FSA's social media accounts,
  - 3.9. Observing or recognizing specific days, weeks, or months that may celebrate, raise awareness, commemorate, or honour significant issues, groups, or causes that are relevant to the FSA and its diverse array of members, including topics related to union and labour relations movements, academia, and research. For example, observances which:

- 3.9.1. raise awareness on historical or existing inequities or barriers which impact FSA members within their field and society more broadly;
- 3.9.2. cultivate empathy, understanding, respect, acceptance, and appreciation of the diversity of FSA membership and member-related issues.

#### 4. Social Media Endorsements.

- 4.1. Posting or reposting content and information via the FSA's social media accounts may be seen as endorsement of that content, but these endorsements carry less weight than other endorsement types.
- 4.2. The President, Executive Director, Member Engagement Officer, and any other person who is responsible for posting to social media on behalf of the FSA (see Policy 2.3.5 The Loop and Social Media) are authorized to post or repost content or information when it aligns with the FSA's values, mission, policies, and goals and when that content or information relates to:
  - 4.2.1. Events or initiatives from BCIT;
  - 4.2.2. Events or initiatives by organizations with whom the FSA has chosen to affiliate;
  - 4.2.3. Events or initiatives by other unionized faculty associations; or
  - 4.2.4. Events, organizations, or initiatives that have already received the FSA's current endorsement through another medium.

#### 5. Requests for Endorsement.

- 5.1. Organizations or individuals wishing to request an endorsement from the FSA must make their request in writing and address it to the FSA general email address (fsa@bcit.ca). Such requests must include the following information:
  - 5.1.1. The name and a short description of the entity, issue or topic seeking endorsement;
  - 5.1.2. The name and description of any specific activity, event, date(s) of observance, and/or product; and
  - 5.1.3. The date of the event, activity, observance, or publication and the deadline for the FSA to decide whether to endorse it.
- 5.2. In addition to the above basic information, in some cases the President may require that a request include all or some of the following:
  - 5.2.1. A description of how the activity, event, date(s) of observance, and/or product relates to the FSA's vision, mission, policies and goals;

- 5.2.2. Whether the event, activity or observance is one-time, regular (e.g., annual, biannual), and whether the FSA has endorsed it previously, and if so when;
- 5.2.3. Such materials as exist to date about the activity, event, observance, and/or product;
- 5.2.4. Current or planned marketing materials, strategies, and plans indicating where FSA endorsement would be conveyed (e.g., website, email, direct mail, newsletter, calendar listing, social media) and an example of how and where the FSA endorsement and logo would be featured;
- 5.2.5. The names of other endorsers or supporters; and
- 5.2.6. An indication of whether data will be collected to evaluate the success of the proposed activity, event, observance, and/or product and if so, when data will be available and provided.

## 6. Assessing Requests and Opportunities for Endorsement.

6.1. All requests and opportunities for endorsement must be reviewed by the President according to the following three factors. The President should use discretion in balancing the weight to be afforded to each factor under consideration.

### 6.1.1. Engagement of FSA financial and personnel resources.

6.1.1.1. As a general guideline, the use of FSA financial and personnel resources should be reserved for carrying out FSA's own programs and activities as directed by the Executive Director, President, and the Board of Directors, all in accordance with the Strategic Plan. Any requests for endorsement that, if granted, could unduly burden such financial or personnel resources should be denied.

6.1.1.2. A request for endorsement may be granted however, where the anticipated impact on FSA financial and personnel resources is low (e.g., an easily accommodated quotation request) or where such impacts are outweighed by the benefits that may accrue to FSA by virtue of such endorsement. As an example, endorsement requests which would draw upon staff time may nevertheless be approved where the proposed endorsement activities would further the FSA's Strategic Plan, or participation could otherwise enhance the FSA's reputation within a given field of work.

### 6.1.2. Potential risks to or enhancement of the FSA's reputation.

6.1.2.1. Endorsement of activities organized by other parties has the potential to negatively or positively impact the FSA's reputation. For example,

endorsement of activities involving controversial topics, that may inadequately protect participant privacy, or that have not undergone any necessary thorough ethical approval processes, all have the potential to negatively impact the FSA's reputation. Conversely, endorsement on issues that could strengthen the FSA's programs and ability to serve its members may enhance the FSA's reputation.

- 6.1.2.2. Any endorsement request that has the potential, if granted, to negatively impact the FSA's reputation should be referred to the Board of Directors for review and approval.
- 6.1.2.3. As a general guideline, the FSA will treat the chance to extend its goodwill and brand to the endorsement of partisan activities as a tool, and only do so when such an endorsement serves a clear interest of the Association.
- 6.1.3. Furtherance of the FSA's strategic plan.
  - 6.1.3.1. Endorsement of activities that further the FSA's Strategic Plan is generally encouraged, provided the benefits of such endorsement are not outweighed by the previous factors.
  - 6.1.3.2. In contrast, endorsement requests concerning activities that are unrelated to the FSA's Strategic Plan are generally not encouraged, except where such requests are allied with the FSA's services and will not unduly burden FSA resources, pose minimal risks to the FSA's reputation, and associated activities will not unduly disturb members. As examples, campaigns that seek support for affordable childcare, advancement of social inclusion initiatives, or that raise awareness on issues which impact FSA members may be allied causes the FSA may wish to endorse.
- 6.1.4. In cases where the President is unavailable, a director with signing authority will evaluate requests for Endorsements.
- 6.2. If, having completed this assessment, the President believes that the Association should provide an endorsement then there are two possibilities:
  - 6.2.1. If the assessed risk to the FSA is minimal, the cost is under \$1,000, and the period in which the endorsement will be active is less than six consecutive months, the President can approve the endorsement on behalf of the Association. They must report it to the Board at a regular Board meeting.
  - 6.2.2. If the assessed risk is not minimal, if there is a cost to the endorsement of \$1,000 or more, or if the period of time in which the endorsement will be active is longer

than six consecutive months, the President must bring the potential endorsement to the Board of Directors for approval.

7. The FSA may withdraw its endorsement from any endeavour or activity at the discretion of the Board of Directors.
8. The FSA’s logos and endorsement may only be used with the FSA’s express written permission, which FSA will provide at its sole discretion and in accordance with these principles and requirements. The logo and endorsement must be featured prominently and legibly and according to FSA brand guidelines.

Revision History

| <b>Date</b> | <b>Revision (Brief description)</b>   |
|-------------|---|
| April 2024  | Revised to include language on observance of days of significance and provide clarity on monetary contributions through endorsement policy versus donations policy. |
| April 2018  | Initial approval  |