



NAGC BOARD POLICY

Policy Manual 12.2

Date Presented: 11/3/2011

POLICY TITLE:	Endorsements and Partnerships	APPROVED ON 3-2012
RESPONSIBILITY OF:		
PREPARED BY:	K. Stephens and Governance Committee	

I. POLICY STATEMENT

The Board of Directors recognizes that there is both value and responsibility that must be acknowledged and exercised when NAGC endorses a specific program, product, service, or company (the "endorsed entity"). NAGC 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 NAGC, with regard to any specific program, product, service, or company is subject to the principles and review process outlined in this policy.

Note: The NAGC 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 NAGC's policies, goals, and beliefs?
2. Will the proposed endorsement contribute to better serving NAGC'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 NAGC?
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?

NAGC 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 Director using the Request for Endorsement (RFE) 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 NAGC, 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 Director in collaboration with NAGC staff and any relevant NAGC committees will research the program, product, service, or company to ensure the endorsement will be consistent with the current policies, goals, and beliefs of NAGC and that any potential conflicts of interest are disclosed and addressed in accordance with NAGC's conflict of interest policy.

After review of the program, product, service, or company using the criteria set forth above, the Executive Director shall make a recommendation to the Board of Directors concerning the proposed endorsement. The Board of Directors 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 (NAGC supports, NAGC recommends), use of the NAGC 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.

NAGC 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 NAGC has recommended the program, product, service or company.

NAGC 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 NAGC's endorsement.

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

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.