

**Procedure Title:** Product Testimonials by College Employees  
**Procedure Number:** 06-2005-0001  
**Board Policy Reference:** IV.A. General Executive Direction

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**Accountable Administrator:** President  
**Position responsible for updating:** President  
**Original Date:** November 4, 2005  
**Date Approved by Cabinet:** 11-15-05  
**Authorizing Signature:** *Signed original on file*  
**Dated:** 11-15-05  
**Date Posted on Web:** 03-07-22  
**Revised:**  
**Reviewed:** 03-22

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**Purpose/Principle/Definitions:**

By virtue of their position within the college and their use of a given product in the workplace, an employee may be asked by a vendor to provide a “testimonial” or endorsement of a product utilizing the college name and the employee title and name. In instances where:

- the college is satisfied with the product,
- the employee wishes to do so,
- there is no remuneration for the act to either the college or the employee,
- the statements are factual, and
- the product or company is compatible with the college’s mission, image, and goals,

an endorsement or testimonial may occur with Presidential approval. Approval will be awarded or denied after the employee in question provides documentation of the above to the President. The President’s decision is final. Documentation of approval and a written copy of the ending advertisement OR the denial will be kept on file in the President’s Office.