

Policy Title:	University Canada West Advertising Policy	Version:	1
Policy No:	2000	Approval Date:	June 2011
Original Submission Date:	June 2011	Effective Date:	June 2011
Approval Body:	LINC Board	Revision Date:	June 2012

Policy Statement

The minister's consent letter of August 9, 2004, granted Learning Wise Education Inc. the use of "university" for its operating name "University Canada West." University Canada West must comply with ministerial consent to use this name, in full, as approved. Further, the use of any abbreviation must be tied directly to the authorized name and there must be consistent use of one abbreviation, UCW, and not two for marketing purposes.

Purpose

University Canada West must comply with the *Degree Authorization Act* (DAA) and consent to use "university." Advertising must directly identify the institution by its consent name: "University Canada West."

Scope

This policy applies to advertising and recruitment materials and references, in all physical, electronic and virtual spaces or campuses and facilities, including intranet, internet, and websites, and any product or information piece produced by the University or its affiliates.

Definition

These definitions apply to terms as they are used in this policy.

Word/Term	Definition
Advertising	Any materials used to advertise or promote the university, its programs, services or events, including advertisements in publications, public spaces or web sites, through posters, signs, banners, notices, handbills, flyers, leaflets, forms, emails, brochures, or other promotional devices.
University Canada West	The sole name under which this university has been granted consent and is to be identified (there are to be no deviations from this name including, for example, Canada University).
UCW	The sole abbreviation by which the university may be identified – and <u>only when accompanied by</u> University Canada West (there are to be no deviations from this abbreviation/acronym including, for example, UCan).

Related legislation

Degree Authorization Act
Consent to use "university"

Responsibility

All University Canada West advertising, marketing or recruitment materials must be approved by the University President, or designate, to ensure that legislative requirements are met. This responsibility is not transferable, nor sharable, with any person or marketing, recruitment or publishing department, division or company outside the university structure proper.

The violation of this policy is of such a serious nature that any employee or agent not adhering to the policy in full will face discipline up to and including termination.