

Policy Number:	2000
Policy Title:	University Canada West Advertising Policy
Approved by:	President
Approval date:	June 2011
Effective date:	June 2011
Review date:	March 2021
Next review date:	March 2026

1. Policy Statement

The minister’s consent letter has granted Learning Wise Education Inc. the use of “University” for its operating name “University Canada West.” University Canada West complies with ministerial consent to use this name, in full, as approved. Further, the use of any abbreviation is tied directly to the authorized name and there is consistent use of one abbreviation, UCW, and not two for marketing purposes.

2. Purpose

University Canada West complies with the *Degree Authorization Act* (DAA) and consent to use the word “University.” Advertising directly identifies the institution by its consent name: “University Canada West.”

3. 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.

4. Definitions

Word/Expression	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 only when accompanied by University Canada West (there are to be no deviations from this abbreviation/acronym including, for example, UCan).

5. Applicable legislation

- [Degree Authorization Act](#)

6. Responsibilities

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 University 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.