

Policy Number:	1513
Policy Title:	Use of University Canada West Letterhead
Approved by:	President
Approval date:	August 2, 2022
Effective date:	August 2, 2022
Review date:	
Next review date:	August 2, 2027

## 1. Purpose

- 1.1. The purpose of this policy is to protect and control the use of the official letterhead (the “**Letterhead**”) of University Canada West (the “**University**” or “**UCW**”) to ensure the integrity and recognition of the University’s identity.

## 2. Policy Statement

- 2.1. The Letterhead is reserved for communications sent on behalf of the University in its official capacity. The Letterhead must not be used for personal correspondence, as such communication is not an official statement made on behalf of the University.

## 3. Definitions

- 3.1. The following definitions apply to this policy document and all associated procedures, as well as any related guidelines and documentation.

Term	Definition
<b>Employee</b>	Includes: <ul style="list-style-type: none"> <li>regular full-time, part-time, administrative, and sessional faculty members;</li> <li>regular full-time and part-time non-faculty employees; and</li> <li>fixed-term full-time and part-time employees.</li> </ul>
<b>Letterhead</b>	The official letterhead approved and adopted by the University
<b>Student</b>	Any person registered at the University, a person once registered but on leave or suspension, or a person registered in current or previous terms that have not fulfilled the requirements of their degree.
<b>Third Parties</b>	Includes all agents, contractors, and other vendors associated with the University.

## 4. Scope

- 4.1. This policy applies to all University Employees, Students, and Third Parties.

## 5. Requirements for Use of the University Letterhead

- 5.1. All use of the Letterhead, must:
- a. be undertaken concerning business and matters officially sanctioned or sponsored by the University. Involvement by individual Employees, Students or alumni is not necessarily a sufficient basis for indicating sponsorship or involvement by the University;
  - b. comply with University policies and codes of conduct, as applicable;
  - c. comply with and be supportive of the University's values, mission, and goals, as applicable; and
  - d. preserve the University's image, reputation, or standing.
- 5.2. Any printed or electronic communication by Students that utilizes the Letterhead must have written approval prior to use. The content of such communications must be approved by the appropriate Director or Chair of the responsible department or division, and the use of the University's Letterhead must be approved by the Executive Director, Marketing and Communications.
- 5.3. Guidelines for the use of the Letterhead are provided in Appendix A to this policy. These guidelines are not intended to be exhaustive, and the Executive Director, Marketing and Communications has the discretion to allow or prohibit the use of the Letterhead in any instance.

## 6. Prohibitions

- 6.1. Employees, either individually or collectively, must not officially use the Letterhead of the University:
- a. in any commercial or personal activity outside the regular work of the University;
  - b. for personal gain or benefit of the Employee(s) or a third party;
  - c. to indicate support or endorsement of any matter that is not official University business or that is outside the scope of their employment at the University;
  - d. in a manner that could adversely affect the University's image, reputation, or standing;
  - e. in connection with inherently dangerous products, drugs, tobacco, alcohol, gambling, sexually suggestive products or language, or discriminatory language;
  - f. in a manner that would, for any other reason, be inappropriate for a private post-secondary institution; or
  - g. in a manner that does not adhere to the University's values, mission, and goals.
- 6.2. Exceptions to the prohibitions outlined in section 6.1 may be granted, upon written request, by the Executive Director, Marketing and Communications.
- 6.3. Agents, contractors, and other vendors associated with the University are not entitled to use the Letterhead in their communications, unless officially sanctioned by the University and with prior approval from the Executive Director, Marketing and Communications.

**7. Violations**

7.1. Employees found to be in violation of this policy may be subject to disciplinary actions in accordance with University policy.

**8. Responsibility**

8.1. The Executive Director, Marketing and Communications has responsibility for the decisions related to this policy.

**Related policies**

<b>Policy Number</b>	<b>Policy Title</b>
1503	University Seal Use
8003	Standard of Conduct Policy
8003p	Standard of Conduct Procedure
N/A	Employee Handbook

## Guidelines for the Use of the University Letterhead

The use of the Letterhead by employees for correspondence pertaining to matters within their scope of employment at the University is acceptable. However, there may be times when the use of Letterhead is not appropriate.

The following guides the appropriate use of the Letterhead by employees:

- **Submitting articles or letters to a media outlet:** An employee who submits an opinion or editorial piece, letter to the editor or any other type of article written on their own behalf to a media outlet, whether in print or online, must not use the Letterhead for this purpose. This type of communication represents the opinion of the employee, and the use of the Letterhead could create the perception that the employee's opinion is also the position of the University. It is acceptable for the employee to indicate that he/she/they is employed by the University.
- **Expression of personal and political opinion:** An employee is free to express their personal opinions on political and social matters, including those related to higher education. However, personal letters sent by an employee to elected officials, candidates, political parties, political or industry organizations, or other persons must not be sent on UCW letterhead.
- **Article or book publications:** Where an employee who is publishing a book or article that is within both their field of expertise and their scope of employment at the University, the employee may use the Letterhead for business correspondence related to the publication. However, if the publication is unrelated to the employee's scope of employment and not based on scholarly activity conducted at or in partnership with the University, then the employee must not use the Letterhead for correspondence related to the publication.
- **Academic letters of reference or recommendation for students:** A faculty member may, upon request, provide a letter of recommendation or reference in support of a student for academic purposes. Academic purposes include, but are not limited to:
  - applications to an academic institution or program;
  - applications for a bursary, scholarship, or other academic award; or
  - applications for research funding or grant; or
  - endorsements of a student's academic qualifications, skills, and achievements.

Letterhead may be used for this type of correspondence, subject to review and approval of the letter of recommendation or reference by the Department Chair.

- **Other Letters of reference or recommendation:** An employee may, upon request, provide personal letters of recommendation or reference in support of a student or employee for either

professional, immigration, or other purposes, subject to approval by either the Department Chair (for faculty) or their manager (for all other employees). Letters of reference or recommendation are provided in the employee's personal capacity, and not on behalf of the University, so the employee must not use the Letterhead for this type of correspondence. It is acceptable for the employee to indicate that he/she/they is employed by the University.