

american **CAMP** association®

Educational Endorsement Program (EEP)



Guidelines for Using the EEP Seal

- The ACA Educational Endorsement Program seal (pictured above) is a symbol of quality for educational programs; it signifies that your program has been successfully vetted according to [recognized criteria](#). Actively promoting your program through ACA's Educational Endorsement Program will allow your organization to maximize the benefits of endorsement.
- Repetition increases awareness and aids understanding. Create the impression that you value what is represented by this seal, because you do! Displaying the seal in only one place (for example, on a printed publication) may not be enough to communicate the importance of educational endorsement to your clientele. Consider displaying the Educational Endorsement seal in these places:
 - Your organization's web page — on the home page
 - Your organization's web page — on the program page
 - Your organization's print materials – all that are applicable
 - Your organization's Facebook page (if applicable)
 - Your organization's e-newsletters to customers and constituent groups
 - Your organization's communications via Twitter
- If you want to add language about what this seal means, consider this: *"This educational program has been endorsed by the American Camp Association. The ACA Educational Endorsement Seal means that this program has been successfully vetted according to recognized criteria. This seal also means that ACA will grant continuing education credits (CEUs) to learners who complete this program."*