

american **CAMP** association®

Educational Endorsement Program (EEP)



Tips 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 the following:
 - *"This program has been granted educational endorsement by the American Camp Association's Educational Endorsement Review Committee. Educational Endorsement means that the program has been reviewed by a qualified panel to verify the goals, learner outcomes, presenter qualifications, and evaluation requirements are relevant for this educational program. Continuing education credits (CECs) are available for this endorsed program. Participants completing this program and requesting CECs must petition the appropriate certifying body regarding acceptance of these CECs."*