



Association of Social Work Boards

## ACE Resource

### *Promotion and Advertising Requirements*

Applicants for ACE approval must promote and advertise each course in keeping with social work core values and ethical conduct as described further below in this document as well as in the [ACE Glossary of Defined Terms](#). Adequate advance information must be provided to prospective participants.

**The following information must be included in promotional materials. All information must be included in hard copy and/or web promotional materials. If the information is not included in BOTH, the provider must include a statement saying, “For more information go to . . .” indicating where the information can be found.**

1. Specific learning outcomes for the course:
  - Must be listed individually, and match objectives in course materials and evaluation
  - Must be behavioral, measurable and/or observable
  - Must describe skills or knowledge the attendee will be able to demonstrate after completing the course
2. Course target audience including social work practice levels:
  - Beginning level
  - Intermediate level
  - Advanced level
3. Instructors and their qualifications
4. Course fees, including what is covered and deadlines for cancellations and refunds
5. Course syllabus, outline or agenda
6. Continuing education hours offered
7. Course delivery method and format. Distance learning interactivity must be clearly indicated and described.
8. Information about jurisdictional approvals
9. Instructions for requesting accommodations for individuals with disabilities (ADA in US)
10. ACE provider number, approval statement and expiration date, and/or other approver information
11. Course completion requirements, e.g. completing the course evaluation, participating in all sessions, etc.
12. Statement of when and how certificate will be awarded
13. Where both educational and non-educational sessions are offered, the courses for credit must be clearly identified.
14. Instructions for addressing grievances with contact information

**Describe how you insure that the promotion, advertising and presentation of this course comply with social work ethics, as well as the laws and requirements in jurisdictions where course will be offered.**

**Ethical conduct:** “Behavior meeting a community’s positive moral standards-distinguishing right from wrong and adhering to the right.” For professional social workers, *ethical conduct* also relates to following the profession’s *code of ethics*; providing the highest and most skillful level of service to clients possible; and relating to colleagues, other professionals, all people and society in an honorable manner.” *Barker, The Social Work Dictionary, 5<sup>th</sup> edition.*

**Core values of social work:** The mission of the social work profession is rooted in a set of core values, which include.

- Service
- Social Justice
- Dignity and worth of the person
- Importance of human relationships
- Integrity
- Competence
- Confidentiality

**The definition of “good moral character”** is grounded in public protection, based on the public’s right to expect the highest degree of integrity from members of the social work profession. *ASWB Model Practice Act.*

**Independent Contractors** (For more information, see [ACE Resource Requirements for Independent Contractors](#))

An independent contractor to sponsoring agencies/organizations must endeavor to adhere to the above standards as much as possible in the promotion and advertising of courses they provide. Include the following information in your promotional material:

- Contact information for instructor
- Contact information for agency offering the course
- Provide a statement informing participants of whom to contact for assistance for specific issues. (Example: “If you have questions or concerns about the course content, references or content evaluation, contact [instructorname@info.net](mailto:instructorname@info.net) If you have questions or concerns about registration, facilities or course administration, contact (the contracting agency) [independentmgtcorp@info.net](mailto:independentmgtcorp@info.net)).

**If the sponsoring agency is providing ALL the promotional material**, and any of the above information is not included, then – **as part of the course hand-outs**, – the instructor must include the statement, “If you have questions or concerns about the course content, references or content evaluation, contact [instructorname@info.net](mailto:instructorname@info.net) If you have questions or concerns about registration, facilities or course administration, contact (the contracting agency) [independentmgtcorp@info.net](mailto:independentmgtcorp@info.net).