



Association of Social Work Boards

**ACE Resource**

*Use of ACE approval statement,*

*ACE Provider Number, and ACE*

*Logo*

ACE approved continuing education providers must promote and advertise each course in keeping with social work ethical conduct\* and core values\* (see page 2 of this document) as defined under applicable state and federal laws).

Adequate and accurate advance information must be provided to prospective participants. Promotional materials (e.g. brochures, advertisement, memoranda, web sites or other announcements) must meet ACE standards.

The ACE approval statement, ACE provider number and ACE logo may be displayed only by providers who have successfully completed the ACE approval process and have received approval dates.

The Association of Social Work Boards' Approved Continuing Education (ACE) approval extends only to continuing education courses and materials and does not extend to licensure examination preparation courses and materials.

#### **ACE providers offering licensure examination preparation courses**

ACE providers who offer licensure examination preparation courses may not display the ACE logo in connection with these courses, and must use the following disclaimer language in all public relations brochures, web site pages and other materials used as part of or to promote or advertise such licensure examination preparation courses:

“This licensure preparation program and materials associated with it were not included in the Association of Social Work Boards' Approved Continuing Education (ACE) review and are not approved by ASWB for continuing education nor endorsed by ASWB in any manner.”

#### **Use of the ACE Provider Statement**

ACE approved providers must conspicuously place the following statement on all promotional material for social work continuing education courses:

“This organization (provider name and approval number), provider #0000, is approved as a provider for social work continuing education by the Association of Social Work Boards (ASWB) [www.aswb.org](http://www.aswb.org), through the Approved Continuing Education (ACE) program. The (organization name) maintains responsibility for the program. *ASWB Approval Period: \_\_\_\_\_ (dates). Social workers should contact their regulatory board to determine course approval.*

Social workers participating in this course will receive \_\_\_\_ (clinical or social work ethics) continuing education clock hours.”

### **Use of the ACE Provider Number**

Information, recognition numbers and indicators of ACE approved providers are not transferable to any other entity and may not be used or displayed on promotional material, websites or used in any manner that may be misleading to the public. Only ACE approved providers and their recognized co-sponsors may use the ACE identifying information and recognition numbers.

Failure to abide by ACE standards may subject the ACE approved provider to adverse action by the association and may jeopardize the ACE provider's approval status.

### **Use of the ACE Logo**

The ACE logo may be displayed by ACE approved providers in promotional materials and on certificates of course completion directly related to courses applicable to social work continuing education.

\* **Core values of social work:** The mission of the social work profession is rooted in a set of core values. These core values are:

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

\* **Ethical conduct:** Behavior meeting a community's (in this case, the social work community) positive moral standards, distinguishing right from wrong and adhering to the right. For professional social workers, *ethical conduct* also involves adhering to 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. 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.