

PublicAffairs/Communication

Policy:

CSL must have a coherent public affairs approach.

Procedure

1. **Talking to News Media:** The CSL staff will not talk to any news media representative without first having prior clearance from the Associate Dean of Communication at the School of Medicine. When applicable, the member of the news media will be directed to that office. At no time will any of the staff discuss individual learners' data that is deemed personally identifiable information without the consent of the learner and the University.
2. **Information Dissemination:** Any and all information disseminated from the CSL will first be approved by the Director of Simulation Education and Operations and, when appropriate, in consultation with the Director of Clinical Simulation.
3. **Direct Mail:** The CSL may utilize either direct mail or email marketing to increase course registrations. Any and all marketing initiatives will have prior approval from the Director of Simulation Education and Operations. Direct mail or email marketing may occasionally be used to offer a product for purchase, if appropriate.

World Wide Web: The Clinical Simulation Laboratory at the University of Vermont (CSL) maintains a web presence through the university website, www.uvm.edu/medicine/simlab



Required Event or Course Acknowledgements

The CSL will be acknowledged in all photographs, research, abstracts, publications, presentations involving the Clinical Simulation Laboratory at the University of Vermont. The CSL shall be acknowledged as “The Clinical Simulation Laboratory at the University of Vermont (CSL).”

CSL staff who played a significant role in the project will also be acknowledged by name and title. This is to ensure that the Clinical Simulation Laboratory at the University of Vermont (CSL) and its staff are fairly represented.

CSL Brand Use Policy

The name “Clinical Simulation Laboratory at the University of Vermont” and its logo may only be used with permission of the Director of Clinical Simulation or Director of Simulation Education or Operations.

