

	ADMINISTRATIVE PROCEDURE MANUAL		
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	BASED ON BOARD OF TRUSTEES' RULE AND TITLE	DATE ADOPTED	
	6Hx7-13.1 College Publications	October 8, 2025	

Purpose

To protect the integrity, reputation, and communication standards of Florida State College at Jacksonville (FSCJ/College), employees must not participate in any commercial testimonial, endorsement, promotion or similar activity involving a product or contracted service in any media format – including web, print, radio, television or social media – without prior written approval from the Marketing and Communications Office.

This restriction applies to any activity that:

1. Implies the employee is speaking or acting on behalf of FSCJ; or
2. Uses the FSCJ's logo or other official College materials ("FSCJ assets").

All FSCJ Assets are the property of the College and are managed by its administration to ensure compliance with ethical standards, alignment with institutional goals, and supports the College's overall communication goals.

Procedures

- A. Approval Requirement: Employee must submit a formal request detailing the proposed testimonial, endorsement or promotional activity to the Marketing and Communications Office. Written approval is required before proceeding.
- B. Sharing Information: Employees may share factual information about FSCJ's use of products or services or relationships with outside organizations. However, employees are prohibited from making statements that endorse or criticize these products, services or organizations on behalf of FSCJ without prior authorization.
- C. Use of FSCJ Assets: All proposed uses of FSCJ Assets (e.g., logos, images, materials) are subject to advance review. The College reserves the right to deny approval or restrict participation if the activity does not serve FSCJ's interests.
- D. Compliance Requirements: If approval is granted, employees must also complete any required conflict of interest or outside activity reporting and comply with all applicable laws and FSCJ policies.
- E. Rights and Academic Freedom: This policy does not restrict employees' rights to free speech as private citizens, nor does it limit faculty members' academic freedom.



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REFERENCES: F.S. 1001.64, 1001.65

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