



Certified Education Technology Leader (CETL) Certification Governance Committee (CGC) Policy on Use of the Certification Mark

PURPOSE:

To state the Certification Governance Committee policy regarding appropriate use of the certification designations awarded by the Certification Governance Committee of CoSN.

SCOPE:

This policy is applicable to all individuals certified by the Certification Governance Committee (CGC) of CoSN.

POLICY:

The Certification Governance Committee of CoSN offers the Certified Education Technology Leader (CETL) designation.

CoSN and the CGC, grant limited permission to individuals who have met all of the Certification program eligibility criteria, passed the applicable exams, or maintained their certification per the Certification Governance Committee's recertification requirements, and received notification of certification from the Certification Governance Committee to use the CETL[®] designation that has been granted to them.

The CETL[®] designation is a registered trademark in the United States and its use is protected by applicable trademark law.

This limited permission allows only individuals who are currently in good standing with the Certification Governance Committee to use the designation as part of one's professional title.

Proper uses of the designations include:

- Signatures
- Business cards
- Letterhead
- Directory listings
- Marketing materials (e.g. press releases, ads, etc.)

Acceptable examples:

Jane J. Torres, CETL

Jacque R. Smith, CETL[®]

Jane D. Jones, Ed.D, CETL

Jordan Doe, Ph.D., CETL[®]

Use of the CETL® designations by individuals who are not currently in good standing with the Certification Governance Committee (e.g. have not been granted certification, have failed to properly maintain certification), is prohibited. Improper use of the designations or certification trademarks may result in disciplinary or legal action.

A CETL credential holder has the responsibility to report the unauthorized use, misuse, or other violation of this Policy to the Certification Governance Committee in a timely manner.

This reporting responsibility includes any circumstance where the use of a CGC granted certification mark is related to an individual or organization that is not a CETL credential holder, or where a certification mark is used improperly by a CETL credential holder. Suspected improper use of the CETL designations should be reported in writing via e-mail to the Certification Governance Committee of CoSN at: certification@cosn.org.

A report of improper use must include a copy of the materials showing the misuse (i.e., copy of a CV, email signature line, business card, online profile, etc.). The complainant must include his or her name and contact details when lodging a complaint. However, such information will be held as confidential.

Within seven (7) business days upon receipt of a report of suspected misuse, the Certification Governance Committee will verify the certification status of the individual reported to have been misusing the designation. If the individual is currently in good standing with the CGC, the complainant will be notified as such.

If the individual purportedly misusing the designation is not currently certified in good standing with the CGC, the CGC shall contact the individual through a written letter, via a traceable method. The letter shall inquire regarding the use of credential and a request made that the respondent forward any evidence of current certification (copy of certificate or award of certification letter) to the CGC within 15 days of receipt of the notification. The respondent may also reply acknowledging the improper use with evidence that corrective action has been taken (i.e., removal of the designation from business cards, website, CV, etc.), or with an application to take the appropriate examination to achieve the designation.

If no response is received within the stipulated time frame, the CGC shall then request legal counsel to send a cease and desist letter to the individual, demanding a response and applicable mandatory corrective action.

MONITORING AND REVIEW SCHEDULE:

Monitor as needed and review every three years

DATE APPROVED:

November 2, 2018