

December 5, 2009

Use of Organizational Logos in HSPnet

Summary:

Organizations are encouraged to increase the recognizability of their documents generated from HSPnet, by submitting their logo for use in Student consent forms, placement request forms (sent in PDF format to sites not using HSPnet), and customized correspondence such as letters and forms. This document describes the limited uses of each organization's logo, and the controls in place to ensure its appropriate use.

Background

HSPnet is used by more than 700 educational programs and 900 receiving sites in six provinces across Canada. Many organizations using HSPnet have chosen to personalize documents used for and produced by HSPnet, as follows:

Type of Organization	Use of Logo	Details / Limited Uses
Placing Agencies (schools)	<p>Option #1 - Manual Customization of Consent form for the exclusive use of the Organization's educational program(s).</p> <p><i>See Sample A</i></p>	<ul style="list-style-type: none"> The logo is inserted by HSPnet into a consent form and converted to PDF for delivery via email attachment to the school. The school makes printed copies for physical distribution to students and/or distributes the PDF form via email to students Signed consent forms are retained by the educational program for ongoing reference; they are not returned to HSPnet. The logo (image file) is retained on the secure HSPnet intranet in the event the school wishes to update their consent form
Placing Agencies	<p>Option #2 - Upload of the logo via an encrypted tool, for ongoing insertion into Placement Request forms generated by the user, from HSPnet</p> <p><i>See Sample B</i></p>	<ul style="list-style-type: none"> The logo is upload by the user or an HSPnet team member (if received in Option #1 above) When the school sends a Placement Request via HSPnet to a non-user site, HSPnet automatically generates a Placement Request form in PDF format for delivery via email attachment or via mail/fax as a printed document
Placing Agencies or Receiving Sites	<p>Option #3 – Upload of the logo (as per Option #2) for ongoing insertion into Correspondence generated by the user, from HSPnet.</p> <p><i>See Sample C</i></p>	<ul style="list-style-type: none"> The HSPnet user develops a Correspondence template (e.g. form letter, notice, waiver form for student signature) and elects to insert the organizational logo (available only for PDF output) The user generates the document per their template and distributes as a PDF file via email attachment or printed copy

Benefits to Organizations and Users

- ✓ Customized consent forms are more likely to be recognized and valued by students, and therefore more likely to be signed, when the educational program is clearly identified on the form.
- ✓ Schools report that sites are more likely to consider and/or accept a placement request when the form or letter is recognizable and customized with their logo.
- ✓ Documents generated from the HSPnet Correspondence module can be customized with the logo of the school or placement site, increasing recognition and professional appearance of the documents.
- ✓ Automated production of PDF documents, with organizational logo already inserted, produces streamlining benefits over printing on organizational letterhead and distribution via traditional means (fax or mail).

Things to Remember

- It is possible for the school to agree to selective use of their logo – in other words to agree to either or both of the following:
 - Option #1 – Manual Customization of Consent form for the exclusive use of the Organization's educational program(s); AND / OR
 - Options #2 and #3 – upload to the HSPnet application for ongoing insertion into forms and correspondence generated by the user.
- Logos are uploaded to HSPnet via a secure online tool, by an authorized user at the appropriate level (Placing or Receiving Coordinator with Local Administrator rights in HSPnet). When preparing for implementation before users are trained, the logo can be performed by an HSPnet team member at the request of an authorized user for the organization.
- Documents for Options #2 and #3 are generated by the users, for their own educational program(s) or sites and for specific and limited distribution, such as:
 - Preceptor thank-you letters sent from schools to sites that accepted students last term;
 - Notices of curriculum changes sent from schools to sites that will be asked to accept students in the coming year;
 - Workers Compensation waiver forms that are produced with placement-specific information for each student's upcoming placement;
 - Status reports on communicable disease outbreaks, sent from placement Sites to all schools that are scheduled to send students that week.

If you have any questions about use and protections for organizational logos inserted into HSPnet documents, please don't hesitate to contact us at support@hspcanada.net.

All Our Best

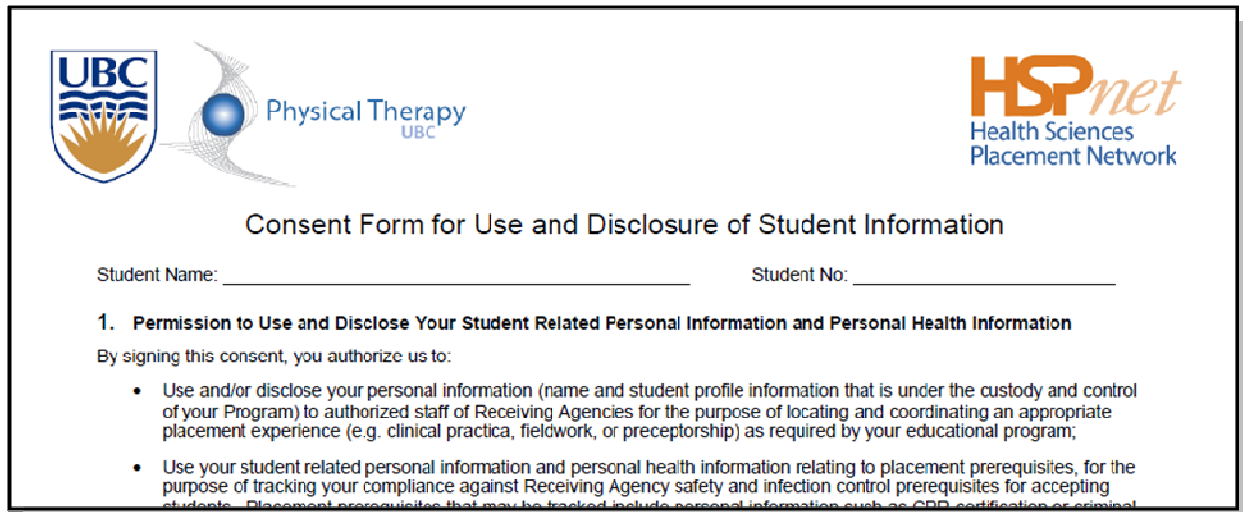
HSPnet Team

Health Sciences Placement Network

support@hspcanada.net

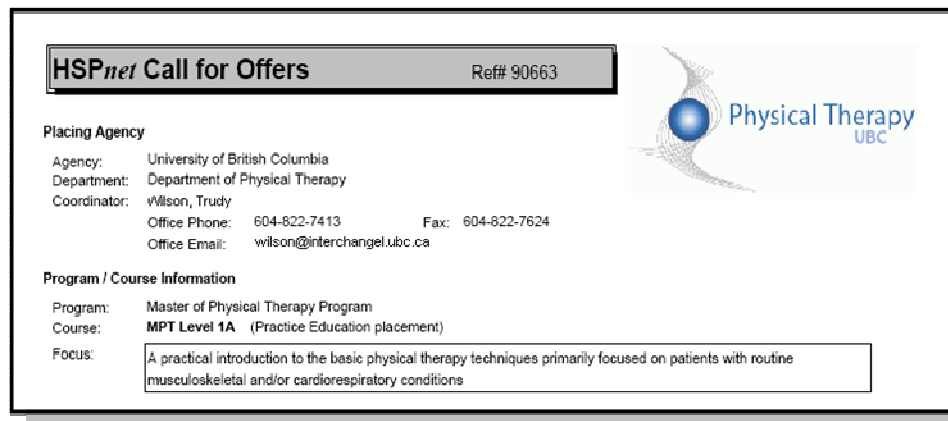
www.hspcanada.net

SAMPLE A – Option #1 – Student Consent Form



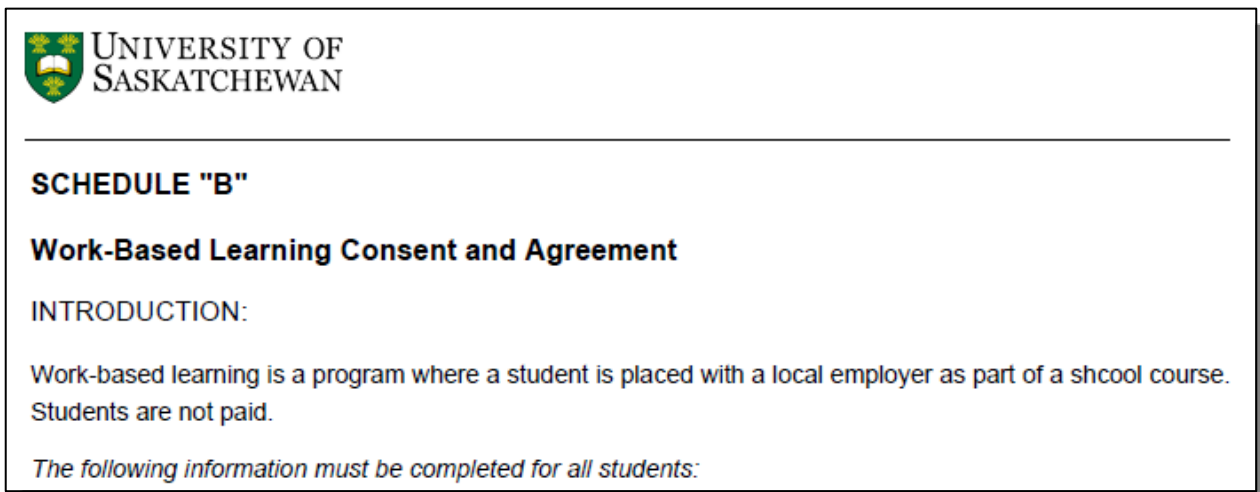
The form features the UBC logo on the left and the HSPnet Health Sciences Placement Network logo on the right. The title is "Consent Form for Use and Disclosure of Student Information". It includes fields for "Student Name:" and "Student No:". Section 1 is titled "1. Permission to Use and Disclose Your Student Related Personal Information and Personal Health Information". Below this, it states "By signing this consent, you authorize us to:" followed by two bullet points: "Use and/or disclose your personal information (name and student profile information that is under the custody and control of your Program) to authorized staff of Receiving Agencies for the purpose of locating and coordinating an appropriate placement experience (e.g. clinical practica, fieldwork, or preceptorship) as required by your educational program;" and "Use your student related personal information and personal health information relating to placement prerequisites, for the purpose of tracking your compliance against Receiving Agency safety and infection control prerequisites for accepting students. Placement prerequisites that may be tracked include personal information such as CPR certification or criminal record checks."

SAMPLE B – Option #2 – Placement Requests sent to non-user Sites



The form has a header "HSPnet Call for Offers" with "Reff# 90663" to its right. On the right side is the Physical Therapy UBC logo. The "Placing Agency" section lists: Agency: University of British Columbia; Department: Department of Physical Therapy; Coordinator: Wilson, Trudy; Office Phone: 604-822-7413; Fax: 604-822-7624; Office Email: wilson@interchange1.ubc.ca. The "Program / Course Information" section lists: Program: Master of Physical Therapy Program; Course: MPT Level 1A (Practice Education placement); Focus: A practical introduction to the basic physical therapy techniques primarily focused on patients with routine musculoskeletal and/or cardiorespiratory conditions.

SAMPLE C – Option #3 – Documents from Correspondence Module



The document features the University of Saskatchewan logo at the top left. The title is "SCHEDULE 'B'" followed by "Work-Based Learning Consent and Agreement". The section "INTRODUCTION:" contains the text: "Work-based learning is a program where a student is placed with a local employer as part of a school course. Students are not paid." Below this, it states: "The following information must be completed for all students:"