

Date of Approval: April 1, 2023

**OPERATIONAL POLICY FOR ONLINE PROFESSIONAL DEVELOPMENT
CONTENT ON THE APA WEBSITE**

Purpose

To provide guidance and direction for the hosting of online professional development content on the APA website. The online professional development content is for informational purposes only and will not count toward the continuing education requirements specified in the APA Bylaws.

Goal

To deliver instant and convenient access to appropriate online professional development material for APA members on core topics.

1. Responsibilities

- 1.1. The Professional Development Committee (PDC) shall be responsible for:
 - 1.1.1. Review of content submitted for online professional development on the APA website.
 - 1.1.2. Establishing and maintaining standards for approval or disapproval of online professional development content on the APA website.
 - 1.1.3. Reporting annually to the APA Board of Directors the number of submissions and acceptances.
 - 1.1.4. Coordination with the Communications and Public Relations Committee on all website technical issues.
 - 1.1.5. Establishing the organization of content on the APA website.
 - 1.1.6. Establishing mechanisms to receive and review submissions.
 - 1.1.7. Reporting the PDC decision to the author of the submission.
 - 1.1.7.1. In cases of rejection of the content, the PDC shall disclose the reason to the author.
 - 1.1.7.2. Authors may correct deficiencies identified by the PDC and resubmit the content for reconsideration.
 - 1.1.8. Periodically reviewing the accepted content to ensure it continues to represent evidence-based practices.
 - 1.1.9. The decisions of the PDC are final and not subject to appeal.

- 1.1.9.1. Although decisions are final, the PDC will make all reasonable efforts to assist authors in understanding how to bring their presentations into compliance for acceptance.
- 1.1.9.2. If there is a bona fide dispute regarding the interpretation or application of this policy, the PDC may reconsider its decision after consultation with the

- 2.1.7. Not include ad hominem criticism.
- 2.1.8. Not include promotional material for any products, services, or providers unless the content complies with the standards in Section 4.
- 2.1.9. Explicitly state any direct or indirect pecuniary interests the author(s) has (have) in the product, service, or provider.
- 2.1.10. Not include opinions for which the author(s) would not be qualified by a proper educational background (e.g., law, psychiatry, etc.).
- 2.1.11. Shall be in English.
 - 2.1.11.1. Other languages are permitted when a separate English-language version accompanies the submission.

3. Publication of Materials

- 3.1. Contributors submitting materials for APA purposes agree and grant, for no monetary compensation, a non-exclusive license and right to the APA that the APA may publish, reprint, reproduce, display, and distribute the contributor's program materials in electronic, paper, or other forms to seminar attendees and others. Contributors warrant that their presentation and any other program materials they submit are original, that their publication will not infringe on the rights and/or copyright of others, and that the contributor has the full power to grant this license.
 - 3.1.1 If the program materials contain any material that requires written permission for inclusion in the program material, the contributor shall obtain such permission in writing from the copyright owner and provide a copy to the PDC at the time of submission.
- 3.2. Contributors also grant and authorize the APA the right to use the contributor's name and, if the APA so chooses, photograph and/or biography in connection with the announcement, promotion, or advertisement of the presentation.
 - 3.2.1 The contributor retains all rights to the program materials not specifically granted to the APA, including, specifically, the right to reprint, or to grant to others the right to reprint, the program materials.

4. Minimum Standards for Materials Promoting Products, Services, or Providers

- 4.1 The APA recognizes that examiners use commercially available, proprietary products and services, some of which are necessary for the performance of examiners' duties, e.g., a polygraph, and therefore members may benefit from online professional development materials that address the proper use, understanding, or interpretation of such products and services.
- 4.2 For the purposes of this policy, "promotional material" means the following:

4.2.1 Any representation of a product or service, or any attribute of a product or service, which could reasonably be perceived as 1) encouraging its use, sale, or consumption or, 2) potentially advancing its commercial sales interests by viewers.

4.2.1.1 Incidental use of a common product or service, e.g., displaying a polygraph chart collected with an instrument from a particular manufacturer, shall not constitute promotional material.

4.3 Online professional development content containing promotional materials, as determined by the PDC, shall:

4.3.1 Meet the minimum standards of Section 2 with the exception of 2.18, and the exception to 2.18 shall only apply as necessary to communicate the central points of the presentation, i.e., content should not include promotional material for products or services that are clearly unrelated to the educational goals of the presentation.

4.3.2 Include only content with clear scientific or didactic value; the primary reason for including any content must not be to advertise a product or service.

4.3.2.1 The promotional material must be reasonably necessary and relevant to the educational purpose of the presentation; it must not be gratuitous.

4.3.2.2 No pricing, discounts, or explicitly sales-related content is permitted.

4.3.3 Not endorse any product or service.

4.3.4 Not include the author's business logo or contact information on more than one presentation slide or other media.