



# Policy on Self-Promotion in OLLI Programs

UNIVERSITY OF  
SOUTH CAROLINA BEAUFORT

As an educational institution, the Osher Lifelong Learning Institute at USCB should present programs that are objective, unbiased and do not promote the purchase of a product or service. Self-promotion in the classroom undermines the credibility of our programs, and/or could jeopardize OLLI's non-profit status (i.e., 501c3).

We expect instructors/presenters to comply with the following guidelines:

**No self-promotion-** OLLI presentations must be factual and unbiased. We expect OLLI instructors to present information that fairly discusses all reasonable sides of an issue or topic. The objective is to help students understand, not to influence them to accept a religious, philosophical or political position.

**No promotion during classes-** There will be no promotion, selling, or solicitation of business during OLLI classes of books, products, services, or any entity requiring remuneration.

**Reasonable identification of presenter affiliation-** Presenters can identify their affiliation at the beginning and/or end of a class if that information helps to establish their bona fides in teaching the class. They also may have business cards available after class for those students desiring more information.

**No distribution of promotional materials during class-** There will be no distribution of materials during a class that promote a product or service. Instructors can have a reasonable amount of these materials available after class for students to pick-up if those materials relate to the subject matter.

**Authors and their books-** Authors can have their books available for display or purchase after class if the book relates to the subject matter of the class.

**PowerPoint slides-** Presentations may have a company identifier with a logo at the beginning and end, but company logos should not appear on any other slides.

**OLLI class rosters-** will not to be used for solicitation purposes. Any information regarding OLLI members such as phone numbers, e-mail or mailing addresses are considered private information and not for release without specific permission by the member.

**Violation of any of the guidelines above-** The OLLI Director has the authority to suspend OLLI teaching privileges for any violation of these guidelines.

Any questions or requests for clarification of these guidelines should be directed to the OLLI Director at [Sisino@uscb.edu](mailto:Sisino@uscb.edu) or 843-208-8249.

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