



# Standards and Certification Training

Module C – Legal  
C5. Speaking for the Society

# MODULE C COURSE OUTLINE

- C1. Conflict Of Interest/Code Of Ethics
- C2. Antitrust
- C3. Torts
- C4. Intellectual Property
- C5. Speaking for the Society**

# REVISIONS

<u>Date</u>	<u>Change</u>
10/29/18	Reformatted entirely and revised Slide 5 and added a new slide titled, "Using Email".
12/30/15	Reformatted entirely and revised or added notes throughout. Removed slide 6 from previous edition. Added slides 6-8 and 11.
07/07/08	Slide 7 First bullet – new item added. Slides 10 and 13 Quizzes deleted, last page renumbered.

## LEARNING OBJECTIVES

At the end of this module, you will be able to:

- Explain ASME policies regarding speaking on behalf of the Society
- Understand the appropriate use of the Society Name, Acronym, Logo, Emblem or Initials

At the end of this module, you will be able to:

- Explain ASME policies regarding speaking or sending correspondence on behalf of the Society
- Understand the appropriate use of the Society Name, Acronym, Logo, Emblem or Initials

# CSP-18

## EXTERNAL COMMUNICATIONS

- Definition
  - Communications with individuals or organizations outside of ASME
- External communication responsibilities
  - ASME staff: most external communications
    - Standards users (e.g. inquirers)
    - Other standards-writing bodies
    - Regulatory bodies
  - Volunteers: as defined in the ASME Policies

Codes and Standards Policy 18 covers External Communications by Officers of the Council or Supervisory Boards and by committee members.

- External communications includes communications with individuals or organizations outside of ASME. This may include, but is not limited to, mass media, the general public, government bodies, and other interested audiences.
- ASME Staff are the direct liaison between the public and ASME, including ASME committees. Staff is responsible for most external communication such as the issuance of replies to inquiries of the standard, communication with other standards writing bodies, or other regulatory bodies.
- Volunteers may not speak on behalf of the society unless the rules outlined in the next slide are followed.

## SPEAKING FOR THE SOCIETY

- S&C Senior Vice President (Standards and Certification Council Chair)
  - May speak on any S&C matter
- S&C Council and Board Officers
  - May speak on S&C matters within their area of responsibility
- S&C Committee Members
  - Authority to Express Views - A member of a committee may only speak to present or explain current, approved ASME statements or positions only if authorized by the S&C Senior VP.

As outlined in CSP-18, the following volunteers may speak on behalf of the Society

- S&C Senior Vice President (S&C Council Chair) may speak for ASME on all standards and certification matters involving government and other external organization actions or potential actions.
- S&C Council and Board Officers may speak for ASME on standards and certification matters involving government and other external organization actions in his/her area of responsibility.
- S&C Committee Members may represent the Society, presenting or explaining current, approved ASME statements or positions, only if authorized by the Chair of the Council on Standards and Certification.
  - Before presenting approved ASME statements or positions, a clarification of the individuals status within the Society is required. This clarification statement is located in CSP-18.

Note: Statements and Position Papers are specific items that are defined in Society Policy 15.1.

## **SOCIETY POLICY 15.1 PUBLIC AFFAIRS AND PUBLIC STATEMENTS**

“Members of the Society are encouraged to participate as individuals in public affairs activities and this policy is not intended to limit this participation. But members as individuals must distinguish their personal views on public issues from those which have received the full and explicit support of the Society.”

These rules are outlined in detail in society policy 15.1 public affairs and public statements. In a nutshell, “Members of the Society are encouraged to participate as individuals in public affairs activities and this policy is not intended to limit this participation. But members as individuals must distinguish their personal views on public issues from those which have received the full and explicit support of the Society.”

## EXPRESSING PERSONAL VIEWS

- Standards and Certification committee members must distinguish their personal views from the views of the society
- Authority to Reference ASME Affiliation: If expressing personal views, a member may only mention their affiliation with ASME if they include a disclaimer that the views expressed are theirs alone, and are not necessarily the views of the Society

In order to comply with Society Policy 15.1:

- S&C committee members must distinguish their personal views on public issues from those which have received the full and explicit support of the society.
- Authority to Reference ASME Affiliation A member, when expressing their personal views, may only mention their affiliation with ASME if they include a disclaimer that the views expressed are theirs alone, and are not necessarily the views of the Society, in accordance with Policy P14.6.

## **SOCIETY POLICY 14.6 D USE OF SOCIETY NAME, ACRONYM, LOGO, EMBLEM or INITIALS**

- ASME Logo, emblem or initials cannot be used on personal stationery or letterheads, business cards or other identification
- Chair, Vice Chairs and Members of Committees may use the appropriate title of office or membership only in connection with Society activities
- Such designation of office or membership may not be used for personal endorsement or identification of personal engagement in non-ASME-related activities

Society Policy 14.6 D provides rules governing display and use of ornamentalations using the society name, acronym, logo, emblem or initials.

- Society members, staff members or others associated with the Society are not authorized to use the ASME logo or emblem on their personal stationery or letterheads, business cards or other identification.
- Members holding elected office in the Society or holding non-elective office or membership in the various sections, technical divisions, boards, Codes and Standards ... may use the appropriate title of office or membership only in connection with Society activities.
- Such designation of office or membership may not be used for personal endorsement or identification of personal engagement in non-ASME-related activities, including advertisement of non-ASME Workshops and Seminars.

How this applies to the use of ASME issued letterhead and business cards will be covered in the next couple of slides.

## USING LETTERHEAD

- ASME letterhead
  - Used for technical responses to regulatory proposals, position statements, administrative and personnel matters
  - Use is limited to S&C Council Chair, S&C Board Chairs and ASME Staff
- Committee correspondence letterhead
  - For all other S&C correspondence
  - Sender acting as participant in an ASME board, committee or subcommittee
- Employer's letterhead
  - When acting as an employee (e.g., inquiry)

- ASME letterhead may be used for written communication from:
  - S&C Senior Vice President (S&C Council Chair) when writing on matters in his/her area of responsibility.
  - S&C Board Chairs when writing on matters in his/her area of responsibility.
  - ASME Staff
- Committee Correspondence letterhead may be used for internal ASME correspondence when the sender is acting as participant in an ASME Board, committee or subcommittee.
- For all other correspondence, individual shall use their personal or employer's letterhead. For example, when providing an informal response to questions.

## USING EMAIL

In accordance with the guidelines in the previous slide, when sending email correspondence on behalf of ASME or the S&C Committee, the email should so indicate

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## BUSINESS CARDS

- ASME business cards are provided to
  - Staff
  - Individuals under contract with ASME, via agreed terms and conditions
- ASME business cards *may* be provided to
  - S&C Senior Vice President or Board Chair
  - Use limited to events where participation is requested by ASME staff
- All other Volunteers should not have any reference to their ASME committee affiliation on their business cards

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  - Staff
  - Individuals under contract with ASME, via agreed terms and conditions
- ASME business cards *may* be provided to
  - S&C Senior Vice President or Board Chair
  - Business card use limited to events where participation is requested by staff
- All other Volunteers shall not have the ASME logo or emblem or any reference to their ASME committee affiliation on their business cards.

## MODULE SUMMARY

- Only the S&C Senior Vice President (Standards and Certification Council Chair), S&C Board Chairs, Staff and members who have been granted “Authority to Express Views” may speak or send correspondence on behalf of the Society
- Committee members may express their own personal views and may mention their affiliation with ASME if they include a disclaimer that the views expressed are theirs alone, and are not the views of the Society
- The Society Name, Acronym, Logo, Emblem, Initials and committee affiliations cannot be used on personal stationery, letterheads, business cards or other identification

### In summary:

- Only the S&C Senior Vice President (S&C Council Chair), S&C Board Chairs, Staff and members who have been granted “Authority to Express Views” may speak or send correspondence on behalf of the Society.
- Committee members may express their own personal views and may mention their affiliation with ASME if they include a disclaimer that the views expressed are theirs alone, and are not the views of the Society.
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## REFERENCES

- Codes and Standards Policy
  - CSP-18 Speaking for the Society  
<https://cstools.asme.org/csconnect/FileUpload.cfm?View=yes&ID=7614>
- Society Policies
  - P-14.6 Society Name, Seal, Logo, Emblem, Initials,
  - Titles, Identification and Certificates
  - P-15.1 Public Affairs & Public Statements  
<http://www.asme.org/about-asme/governance/asm-society-policies>

ASME policies are available online through the links listed on this page.