



Cool Roof Rating Council

CRRC Educator Policy & Procedure

This document establishes the Cool Roof Rating Council's (CRRC) policy and procedures for CRRC members who are representing the CRRC while conducting outreach and education (O&E) related to the CRRC, cool roofs in general, and/or cool exterior walls in general (CRRC Educators). Authorized Educators who are not representing the CRRC but who are presenting information related to the CRRC, cool roofs, or cool exterior walls may utilize unmodified content provided by the CRRC, but do not need to seek pre-approval by the CRRC. Clarification can be provided by CRRC staff upon request by the Educator.

Policy Overview

The goal of O&E is to support the CRRC mission and vision statement. Any CRRC member that is representing the CRRC as a CRRC Educator shall:

- Be a CRRC member in good standing who has been authorized by the CRRC Board of Directors (Board) in accordance with *Procedure 1* of this *Policy & Procedure* and who has executed (once authorized by the Board) the CRRC Educator Agreement.
- Educate individuals, groups, corporations, government agencies, and/or nonprofit organizations about the CRRC, CRRC Product Rating Program(s), CRRC standard(s), cool roofs in general, and/or cool exterior walls in general. Any other educational topics shall be subject to CRRC approval. O&E may be performed in the form of presentations at in-person or online events (e.g., webinars); written articles; or other similar O&E activities.
- Conduct O&E that is consistent with the CRRC's [mission](#) and is not combined with a commercial presentation that could appear to imply CRRC endorsement of specific manufacturers or products.
- Conduct O&E using only content that has received prior CRRC approval in accordance with Procedure 2 of this *Policy & Procedure*, including:
 - In-person or online presentations: Present only the Board-approved CRRC General Education Slide Deck, other slide decks developed by the Education Committee (Committee) and approved according to standard CRRC procedure,

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or slide decks that have received prior CRRC approval in accordance with *Procedure 2* of this *Policy & Procedure*.

- Written articles: Written articles shall be submitted to CRRC staff for approval prior to publication.
- Other O&E activities: CRRC Educators shall work with CRRC staff on a case-by-case basis for approval to represent the CRRC in any other O&E activities.

It will not be the role of the CRRC or its representative(s) to discuss, recommend, or vote on subjects related to establishing minimum or maximum values for solar reflectance, thermal emittance, or solar reflectance indexing. The CRRC does not engage in lobbying (i.e. attempting to influence legislation), as defined by the Internal Revenue Service, without prior consent from the Board.

Procedures

Procedure 1: Authorization of CRRC Educators

The following procedure shall be followed for the authorization of CRRC Educators.

1. CRRC member submits a request to become a CRRC Educator to CRRC staff, along with a description of their area(s) of educational interest.
2. Staff circulates the request to the Committee for review and recommendation to the Board. Additional information may be requested by the Committee prior to making a recommendation.
3. The Committee makes a recommendation to the Board for approval or denial of the proposed CRRC Educator.
4. Staff notifies the CRRC member of the Board's decision.
5. If the CRRC Educator is approved, staff will provide the CRRC Educator with a copy of the CRRC Educator Agreement (Agreement).
6. The CRRC Educator shall submit the completed and signed Agreement prior to engaging in any O&E on behalf of the CRRC. The Agreement will be countersigned by the CRRC Executive Director or his designee.
7. Prior to each O&E activity conducted as a CRRC Educator, the CRRC Educator shall notify CRRC staff of the date, time, venue (including in-person or virtual), and topic of the upcoming activity. If the O&E activity will consist of any content other than the CRRC General Education Slide Deck or other existing approved CRRC Educator resources, the O&E materials shall be approved by the CRRC prior to use in accordance with *Procedure 2* of this *Policy & Procedure*.
8. If the affiliation and/or CRRC Member category of a CRRC Educator changes, staff will notify the Board of the change and request re-authorization of the Educator under their

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new affiliation and/or Member category. Staff will notify the CRRC Educator of the Board's decision.

Procedure 2: Approval of Modified Educational Materials

Presentations (in-person and virtual)

The following procedure shall be followed if a CRRC Educator wishes to present a slide deck that is different from existing pre-approved slide decks (e.g., a slide deck that has been created by the CRRC Educator) or that has been revised from a pre-approved CRRC-created slide deck. This procedure does not govern the development of educational materials by the Committee, which is conducted according to standard CRRC procedure.

1. If a CRRC Educator wishes to present materials that differ from the CRRC General Education Slide Deck or other pre-approved slide decks, the CRRC Educator shall submit the materials to CRRC staff prior to use.
2. CRRC staff reviews the proposed slide deck. If questions or concerns arise that staff is unable to address, the proposed materials may be submitted to the Committee for review and approval. The Committee discussion and decision may be conducted electronically. Staff may also reach out to the CRRC Educator to request revisions and/or additional information.
3. Staff notifies the CRRC Educator of the approval decision.
4. CRRC-approved slide decks may be used repeatedly without resubmission for approval. However, if an approved slide deck is modified, the modified version shall be submitted for CRRC approval prior to use.

Written Articles

1. If a CRRC Educator wishes to write an article on behalf of the CRRC for publication in a blog, magazine, or any other media, the CRRC Educator shall submit the draft article to CRRC staff prior to submission for publication.
2. CRRC staff reviews the draft article. If questions or concerns arise that staff is unable to address, the draft article may be submitted to the Committee for review and approval. The Committee discussion and decision may be conducted electronically. Staff may also reach out to the CRRC Educator to request revisions and/or additional information. If the article falls within the scope of the CRRC Publication Policy and Procedure, that procedure will be followed.
3. Staff notifies the CRRC Educator of the approval decision.
4. CRRC-approved articles may be published repeatedly without resubmission for approval. However, if an approved article is modified, the modified version shall be submitted for CRRC approval prior to use.

Other O&E Activities

If a CRRC Educator wishes to represent the CRRC in any other form of O&E, the CRRC Educator shall work with CRRC staff on a case-by-case basis to obtain prior approval of the activity.

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