

**THE HONOR SOCIETY OF CINEMATIC ARTS (HSCA)  
CHAPTER & MEMBERSHIP HANDBOOK**



*Spring 2026*

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## WELCOME

“Now, more than ever, we need to talk to each other, to listen to each other, and understand how we see the world. Cinema is the best medium for doing this.” – Martin Scorsese

The Honor Society of Cinematic Arts was founded from a question that many high school filmmakers, including myself, had: why isn't there an honor society for film? There is an honor society for English, for theater, and for art, but there isn't an honor society for the cinematic arts at the high school level.

Until now.

With the increased accessibility and democratization of cameras, lights, audio recording devices, and digital editing software, students and schools from all backgrounds need nothing more than determination to begin pursuing their passion for filmmaking. Gone are the days when someone would need a large, expensive camera and access to a development lab to contribute to cinema's discourse on the human condition—to pursue universal truth, as our motto, *in luce veritas*, suggests. For the past fifteen or so years, we have been experiencing a shift in who can make high quality films. And with this shift, the very definition of the term “student filmmaker” is expanding.

Beyond the increased need for a society of like-minded artists that gives them the space and resources to grow their film production skills, there is also an increased need for the soft skills that filmmaking intrinsically teaches students—regardless of whether they want to pursue film as a career or not. Knowing how to lead and collaborate effectively with others, how to plan, organize, and manage resources and time to execute a goal, and how to tell stories that influence the emotions of others are all skills that are needed for life in the modern world. Moreover, discernment is another requisite for modern life; because so much of the media that we now consume is the product of filmmaking, it is of the utmost importance that students understand how their emotions are manipulated and, at times, exploited by the craft of cinema.

Last, but most certainly not least, film, like all other art forms, is a great unifier. Each time we watch a film—whether it's Aaron Schimberg's narrative feature *A Different Man* (2024) or Les Blank's documentary *Spend It All* (1971)—we gain a little more empathy, a little deeper

understanding of what it means to be someone else. Yes, access to film production is growing, but so is isolation; in our increasingly isolated world, the unity and empathy that film brings as an art form is becoming more and more important for the modern young person.

It is now more important than ever that schools and academic institutions realize the value of a film program—or, at the very least, the inclusion of an extracurricular activity. HSCA aims to support, promote, and celebrate excellence in film production and education; implementing it into any academic environment is a powerful step forward in preparing students to become critical, conscientious artists and, in a larger sense, adults.

The Spring 2026 semester marks what will be the most pivotal moment in our Society's history: its launch. After many months of Board meetings, calls with educators, meetings with our partner organizations, governmental filings, and recruitment, I, along with the Board of Directors, now have the privilege of serving a large—and ever-growing—community of high school film students and teachers. I could not be more grateful to be in service to our seven Pioneer Chapters, and I cannot wait to see where this journey takes us.

We cannot do this effectively, however, without your help. The true life force of HSCA and the services we provide reside within Chapters: local communities of young filmmakers within schools. This handbook consolidates most of the information that educators, students, and everyone in between may need to operate a Chapter.

Should you have any additional questions, please do not hesitate to reach out at [sebastianstreet@honorsocietyofcinematicarts.org](mailto:sebastianstreet@honorsocietyofcinematicarts.org). My proverbial door is always open.

**Sebastian Street**

***President & Co-Founder of the Honor Society of Cinematic Arts***



The Honor Society of  
**Cinematic Arts**

## HOW TO USE THIS HANDBOOK

The following Chapter & Membership Handbook serves as the central operational guide and resource for the Society. From it, detailed policies, procedures, and expectations concerning Chapter operations, Member induction, and the maintenance of induction status should be followed. This Handbook consolidates most of the information that educators, students, and other individuals may need to operate a Chapter effectively. It is the responsibility of the Chapter Directors, Chapter Officers, Members, and Associates to adhere to the policies and requirements outlined in this Handbook.

It is highly recommended that all Members, Officers, Chapter Directors, and other affiliated individuals read through the entire Handbook each year — both to refresh their memories of the Society’s preexisting policies and to understand changes in policies between years (all changes made will be noted at the beginning of future versions of this Handbook). However, it is also understood that the size of the Handbook may be difficult for some. Accordingly, the following table should be used as a guide regarding which section(s) should be read:

<b>Position</b>	<b>Mandatory Reading</b>	<b>Recommended Reading</b>
<b>Chapter Director</b>	The entire Handbook.	Society Bylaws (see Member Portal).
<b>Chapter Officer</b>	The entire Handbook.	
<b>Member</b>	Membership (16-22).	About Us (6-9), Chapter Leadership (23-24), Revocation of Induction Status Process (28); Appendix 1 through Appendix 5 (29-37).
<b>Associate</b>		Membership (16-22)
<b>Everyone</b>		Appendices 1-5 (29-37)

## ABOUT US

The Honor Society of Cinematic Arts is an American **501(c)(3) NONPROFIT CHARITABLE ORGANIZATION** dedicated towards promoting and celebrating excellence in cinematic arts production and education at the high school level. We do this by creating opportunities for accreditation through our robust induction process, facilitating partnerships between our Members and the film industry, and providing educational resources for the next generation of filmmakers.

Our **MOTTO**, *in luce veritas*, translates to “in light there is truth.” The best films are those which are honest, ones that provide their audience with a deeper understanding of what it means to be human. Our motto represents the ultimate goal of any art form: the pursuit of what esteemed filmmaker and documentarian Werner Herzog calls “ecstatic truth”. With this motto in mind, we aim to inspire our Members to continually utilize the art of filmmaking — the art of capturing the motion of light — to pursue this aspiration.

The **OFFICIAL COLORS** of HSCA, gold, purple, and white, are also intertwined with our core beliefs. At HSCA, gold represents our Members’ constant pursuit of excellence, both in terms of the films that they produce and their conduct with others. Purple, though also traditionally tied with prestige and royalty, represents artistic voice and authenticity. Lastly, white represents the importance of community and collaboration — both in filmmaking and in life. The best cinematic artists pursue all three of these qualities.

The **OATH** all Members speak during their Chapter’s annual induction ceremony summarizes these ideals and reaffirms the high standard all Members in HSCA hold themselves to:

*I promise to uphold the aims and ideals of the Honor Society of Cinematic Arts to which I have been selected. I am a student of cinema, and the continuous pursuit of excellence and truth is ingrained in all of my actions. I pledge to do my best to represent the goals of the Society, to create film that holds merit both in its execution and its impact on the communities I serve, to cooperate with my fellow filmmakers and work for the good of the Chapter; and, finally, to share my love of cinema.*

The white carnation is the official **CEREMONIAL FLOWER** of HSCA, symbolizing community and a love for the cinematic arts.

## **ORGANIZATIONAL STRUCTURE**

The actions of HSCA are governed by an uncompensated Board of Directors, who oversee the activities of the President of the Society and their staff and craft a vision forward for the Society. The President of the Society leads all Staff in the day-to-day fulfillment of HSCA's services and programs.

On a local level, each Chapter is governed by a Chapter Director and, likely, a Chapter Officer Team, who organize activities for the Chapter and ensure compliance with all HSCA policies. These roles are further described under "Chapter Leadership". There is currently no system for regional governance; all Chapters report to the Office of the President of the Society and, in turn, the Board of Directors.

## **OUR SERVICES**

HSCA's first and foremost mission is the **ACCREDITATION** of high school students who demonstrate a passion and commitment to film production and education. We ensure **RIGOROUS MEMBERSHIP AND INDUCTION REQUIREMENTS**; we annually **AUDIT** a statistically significant number of Members to ensure Members and Chapters are adhering to HSCA policy, thus safeguarding the value of being an HSCA Member within the college admissions process.

In addition to providing access to a technologically innovative **CHAPTER MANAGEMENT SOFTWARE**, and a **STREAMLINED PAYMENT SYSTEM**, allowing Chapter Directors and Officers to focus on running their Chapters with ease and efficiency, we pride ourselves with providing a comprehensive educational program for our Members and Chapters in an increasingly competitive world.

Our **EDUCATIONAL PARTNERS**, such as American Cinema Editors, provide each of our Members with high quality educational resources in addition to ones produced by HSCA.

A quarterly **MAGAZINE** and its archive is available to all Members. Each issue of the magazine contains information and statistics about the industry, interviews with professional filmmakers, film educators, and HSCA Members, and other informative content about cinematic arts production and education.

In addition to this, our Members have access to an **ARCHIVE OF FULL-LENGTH INTERVIEWS** with film professionals and educators, as well as a selection of **DIGITAL COURSES** on topics ranging from applying to film school to leadership principles.

HSCA Members have access to opportunities for **ACCREDITATION** beyond becoming inducted through our ranking system and our annual film festival, which will transition to an in-person event over the next few years.

Lastly, we also host a **LIBRARY OF EXEMPLARY FILM WORK** for educators and students to peruse, composed of HSCA film festival and competition winners and films recommended by Chapter Directors. While we will start with some educational resources, some of the resources listed above will not be immediately available at the outset of the Spring 2026 semester; we will work diligently to grow our trove of resources.

## **OUR POLICIES**

HSCA is committed to maintaining the highest standards of integrity, safety, and equity within all Chapters and affiliated activities. To ensure a safe and respectful environment for all Members and Associates, HSCA mandates that each Chapter and Member follow a comprehensive set of organizational policies.

The following policies are attached in full to this Chapter Handbook and may also be found in our Bylaws and on our website:

- **Anti-Discrimination Policy:** HSCA does not tolerate discrimination on the basis of race, color, national origin, sex, gender identity or expression, sexual orientation, disability, age, religion, or any other legally protected characteristic.
- **Anti-Harassment Policy:** HSCA is committed to a harassment-free environment and prohibits any form of harassment, including sexual harassment, bullying, or verbal abuse, whether online or in person.

- Anti-Hazing Policy: Hazing of any kind is strictly forbidden. No Member, Associate, or Nominee for induction shall be subjected to activities that may cause physical or emotional harm, coercion, or embarrassment.
- Whistleblower Protection Policy: HSCA encourages transparent and responsible reporting; any individual who raises a good-faith concern about potential misconduct or policy violations will be protected from retaliation.
- Data Protection & Privacy Policy: HSCA upholds strong data protection practices to safeguard the personal information of its Members.

If you have any questions, concerns, or wish to report behavior which does not follow these policies, please do not hesitate to contact HSCA at [reporting@honorsocietyofcinematicarts.org](mailto:reporting@honorsocietyofcinematicarts.org).

## CHAPTERS

### ELIGIBILITY

Any in-person secondary level educational institution with the equivalent of the United States' grades nine through twelve is eligible to become a Chapter. In some cases, school districts or their equivalent may also be eligible to become a singular Chapter. Each Chapter requires a permanent physical address and a Chapter Director, either an educator or an administrator, who will manage the Chapter. A film production program or an extracurricular organization dedicated towards film production and appreciation is recommended but not required. Chapters must have at least three inducted Members at all times.

Chapters must apply through the official HSCA website. The majority of Chapter applications are resolved within 48 hours, though this process may take longer if additional information is requested.

### CHAPTER ACTIVITIES & RESPONSIBILITIES

Although HSCA provides many educational and community resources, as well as a robust induction process, much of the value a Member gains from induction into the Society comes from the **MEETINGS, EVENTS, AND ACTIVITIES** their Chapter holds. Because of this, holding weekly meetings for Members and Associates to engage in the film production process, watch and critique films, and learn more about the Chapter is highly recommended; holding quarterly movie nights is also highly recommended. HSCA recognizes that this frequency may not be a possibility for some Chapters, however; as such, Chapters are only required to meet once a month.

Beyond regular meetings, Chapters are required to provide Members with **OPPORTUNITIES TO FULFILL INDUCTION REQUIREMENTS** by organizing activities for Members to earn points, holding screenings of Member-produced films, and facilitating the collaborative production of films.

A Chapter’s leadership team is also tasked with **BOOKKEEPING**; each Chapter is expected to ensure the Chapter Management page on the Member Portal is accurate and up to date.

Lastly, each Chapter is required to submit at least one film for our **LIBRARY OF EXEMPLARY FILM WORK** each year.

Beyond these requirements, the activities a Chapter engages in should be determined by the Chapter Director in collaboration with the Officer Team and Members. The following is a list of ideas for activities a Chapter may wish to do:

<b>Activity</b>	<b>Description</b>
<b>Annual Film Festival</b>	An end of year event showcasing the best of the Chapter’s film work throughout the year.
<b>Bake Sale</b>	A fundraising event, or an equivalent alternative activity, conducted to support Chapter needs.
<b>Critical Discussions</b>	Book-club-style conversations focused on analyzing a film or series of films.
<b>Film Production</b>	Collaborative projects in which Members and Associates form teams to create films.
<b>Guest Speakers</b>	Sessions in which local professional filmmakers are invited to discuss their backgrounds, work, and career paths.
<b>Interschool Film Exchange</b>	A collaborative project in which Chapters partner to exchange filmmaking prompts and create films in response. Chapter Directors can find the contact information of other Chapter Directors under the Directory tab in the Chapter Management Portal.
<b>Member Film Screenings</b>	Screenings in which member-produced films are shown for the Chapter or school, celebrating student work and fulfilling the induction requirement.
<b>Movie Nights</b>	Screenings of professional films held either at school or at a local cinema.
<b>Promotional Videos</b>	Short “promos” created to highlight and celebrate notable activities around campus and in the local community.

## ANNUAL DUES & THE CHAPTER GRANT INITIATIVE

HSCA requires a Chapter to pay **ANNUAL DUES**. During a typical year, each Chapter is expected to pay an annual **CHAPTER FEE OF \$150** and **MEMBER FEES OF \$25** for every inducted Member by October 15th. For the Spring 2026 semester, Chapters will be expected to pay both these fees by February 15th. These dues provide Membership in the Society through August 1st, 2026, after which access to educational resources for Members and Chapter Directors will conclude.

A newly-instated Chapter is also required to pay a **\$100 STARTUP FEE**.

All fees are allocated to the direct operation of the Society and the resources Members rely on throughout the year. Beyond the manufacturing and shipping of regalia and other merchandise, a portion of these funds supports the maintenance and ongoing development of the Member Portal, including hosting costs, software updates, data security infrastructure, and technical support. Dues also primarily fund the acquisition and licensing of the externally-produced educational resources, production of our quarterly magazine, and the continued expansion of the interview archive and other materials. At the organizational level, dues contribute to administrative costs, compliance oversight (notably legal guidance, filings, and insurance), and the processing of Chapter audits and accreditation reviews. They also help underwrite our annual film festival and other events. Collectively, these funds ensure that Members receive consistent, high-quality programming, reliable infrastructure, and a professionally managed Society experience. There are currently no paid employees at HSCA; all funds are reinvested back into the organization.

While, during the Spring 2026 semester, Chapters technically have until February 15th to pay their Member dues, it is recommended that Chapters hold inductions and pay these dues as soon as possible, as Members will only be given access to HSCA's educational resources once a Chapter's dues are paid and processed.

Chapters are encouraged to partner with students and the school community to fulfill these annual dues; however, all dues must be paid through the Chapter Director's billing portal on the Member Portal.

HSCA prides itself on the simplicity and ease of its **STREAMLINED PAYMENT SYSTEM**; in a typical year, Chapters have to make only one payment a year instead of paying for annual dues, ordering honor cords and other merchandise, *and* buying additional educational programming. All HSCA services (physical regalia, educational resources, and access to HSCA events) are included in these annual dues.

HSCA recognizes that the community each Chapter serves may be different, however; although only one induction cycle and payment is required each year, Chapters may also choose to hold **OPTIONAL ROLLING INDUCTIONS** throughout the year. Only non-graduating students are eligible for this type of inductions; all inductions must be completed before March 1st.

**FAILURE TO PAY DUES** by the deadline will result in a notice of probation from the Office of the President of the Society, suspension of services, and the incurrence of a late fee of **\$50**. Failure to resolve all dues within two months of notice will result in removal from the Society. Chapters who have previously been removed will be required to repay startup costs if they wish to operate in the future.

We vehemently believe that filmmaking should be accessible to all students; no school or student should be excluded from the opportunity to join HSCA simply because of financial barriers. Schools that are unable to afford our annual dues qualify for a reduction or waiver under our **CHAPTER GRANT INITIATIVE**. These reductions/waivers are given on a case-by-case basis based on the unique circumstances of each school.

All dues and fees should be paid in United States Dollars (USD) or its equivalent in foreign currency.

## THE INDUCTION CEREMONY

Nominations for induction must happen at least once a year, typically within the first month and a half of the academic year to allow for students to gain access to HSCA's educational resources as soon as possible. The induction ceremony is an important part of the induction process; it is both a celebration of the hard work of its current Members and a welcome for newly inducted Members into the Chapter.

In addition to requiring **ATTENDANCE** of all active Members and Associates, it is recommended that Chapters invite parents, faculty, and administrators. Induction ceremonies should also strive to provide additional value to their audience through guest speakers, not unlike how many high school commencement ceremonies utilize guest speakers to share applicable stories and impart wisdom.

The following **SAMPLE INDUCTION SCRIPT** should serve as a guideline for induction ceremonies; Chapters can, and are encouraged to, modify this script to better fit the community they serve.

### Introduction

*Hello and welcome to the induction ceremony for Chapter [number] of the Honor Society of Cinematic Arts. For those unfamiliar, HSCA is a nonprofit honor society dedicated towards celebrating and promoting excellence in cinematic arts education and production. Through collaborative filmmaking, communal enjoyment of cinema, and an active engagement in service towards our broader school community, we unite as a Chapter to uphold the values of the Honor Society of Cinematic Arts.*

*Tonight's induction ceremony honors those who embody these principles, recognizing their outstanding contributions and dedication to the art form. Let us come together to applaud their achievements and inspire one another to continue enriching our lives through the magic of the motion picture.*

### Highlights

This section of the ceremony should be a short summary of the activities of the Chapter throughout the previous year. It may also be a place to reveal exciting events for the upcoming year.

### Guest Speaker

It is recommended that this section should contain a guest speaker if the Chapter has managed to secure one for the ceremony.

### New Inductees

One or more Officers should read aloud the names of each newly inducted Member and invite them to stand before the audience. Many Chapters choose to give new inductees a white carnation, HSCA's official flower, in addition to their printed and signed certificate.

### HSCA Oath

The President of the Chapter or Chapter Director should then invite all Members, newly inducted and returning, to recite the oath:

*I promise to uphold the aims and ideals of the Honor Society of Cinematic Arts to which I have been selected. I am a student of cinema, and the continuous pursuit of excellence and truth is ingrained in all of my actions. I pledge to do my best to represent the goals of the Society, to create film that holds merit both in its execution and its impact on the communities I serve, to cooperate with my fellow filmmakers and work for the good of the Chapter; and, finally, to share my love of cinema.*

*Congratulations and welcome — officially — to Chapter [ number] of the Honor Society of Cinematic Arts!*

### Closing Thoughts

The President of the Chapter should address their Members with a brief speech.

## **END OF YEAR CEREMONY**

Because inductions typically happen during the first month and a half of the academic year, many Chapters choose to hold an end of year ceremony prior to graduation to distribute honor cords, announce the following year's Officer team, give end of year awards, and celebrate the work of the Chapter throughout the school year. The President or President-elect should also give closing remarks during this ceremony.

## MEMBERSHIP

### ASSOCIATES

Associates are uninducted participants in a Chapter who have limited access to HSCA resources. Although they are uninducted, they are, in many ways, the future of the Chapter; their participation in Chapter activities and the filmmaking process should be heavily encouraged.

On the Member Portal, Associates are visible on the Chapter Management Page. All Members must first sign up for an Associate account prior to their induction.

### INDUCTION

Induction shall be obtained through **NOMINATION** from the Chapter Director. Obtaining a nomination is really ceremonial, however; many Chapters will opt to hold a standardized application period during the first month and a half of school, whereupon successful applicants are “nominated for induction” by the Chapter Director. This recommendation must be maintained throughout the inducted Member’s participation in the Chapter and may be revoked at any time.

Nominations should be given to students who demonstrate a sincere interest in the cinematic arts, a willingness to collaborate, a commitment to participating meaningfully in the activities of the Chapter, and should be in good standing with the academic institution the Chapter is associated with. Beyond this qualitative description, the exact requirements for induction may be determined by the Chapter Director to fit the needs and context of their school.

On the Member Portal, Chapter Directors should select all Associates nominated for induction and change their user type from “Associate” to “Nominated for Induction”. These accounts will be promoted to the user type “Member” and gain access to all resources and privileges associated with this user type upon successful payment and processing of the annual Member dues.

If a Chapter Director wishes to utilize a standardized application process, they should consider asking applicants about their interest in the cinematic arts, past creative or collaborative experiences, willingness to contribute to Chapter activities, and ability to work respectfully and reliably within a team environment. Questions may also explore the applicant's goals, availability, and understanding of the Chapter's mission and expectations. The purpose of the application is not to create unnecessary hurdles but to ensure that the Nominees demonstrate genuine commitment, integrity, and readiness to participate meaningfully in the work of the Chapter. An application process is not required, however; some smaller Chapters may benefit from an invitational induction process, where the Chapter Director nominates students when they deem appropriate.

## **MAINTAINING INDUCTION**

A Member maintains their induction status by meeting the following requirements. Members who do not maintain their induction status will be demoted back to Associates and may need to reapply for induction depending on Chapter policy. The requirements to maintain induction status are as follows:

### **I. Be in Good Standing with the Chapter**

Chapter Directors reserve the right to revoke induction status should a Member fail to meet the expectations of participation, conduct, or professionalism as determined by the Chapter Director. This includes, but is not limited to, a sustained lack of engagement, violations of school or Chapter policy, or conduct that undermines the values of the Society.

On the Member Portal, Chapter Directors must certify a member is in good standing of the Chapter.

### **II. Earn 10 or More Points**

Each Member must earn a minimum of ten points, which serve as a quantitative measurement of their participation in Chapter and film related activities. The following "points menu" provides a suggested number of points to award for common Chapter activities. Chapter Directors, in collaboration with their Officer Team, should adjust both the point menu's activities and their corresponding number of points to better fit the context of their community; a Chapter's points menu should be clearly communicated to all Members.

### Suggested Points Menu

Activity	Description	Points
<b>Chapter Activities</b>		
<b>Meeting Attendance</b>	Attends a meeting.	0.5
<b>Movie Night Attendance</b>	Attends a movie night.	1
<b>Officership</b>	Serves as an Officer, Vice President, or President of the Chapter.	4
<b>Volunteerism</b>	Assists in a bake sale or other fundraising event.	0.5
<b>Film Production Adjacent Activities</b>		
<b>Minor Production Role</b>	Works on a film in a role other than director, cinematographer, production designer, editor, or sound designer.	2
<b>Service</b>	Creates a film that serves the school or local community.	1
<b>Thank You Note</b>	Writes a thank you note to someone who helped with a film they worked on. 100 words minimum. A student can earn no more than 3 total points from this category.	0.5
<b>Film Appreciation &amp; Analysis</b>		
<b>Critique &amp; Analysis</b>	Writes an essay or participates in a discussion critiquing or analyzing a work of film.	2
<b>Research Study</b>	Conducts and publishes an original, academically rigorous investigation on a facet within cinema studies.	3

### III. Produce 10:00 Minutes or More of Film

Each Member must produce 10 or more cumulative minutes of film work that fulfills the following five requirements:

- The Member must have served in one of the following major production roles: director, cinematographer, production designer, editor, or sound designer.
- The production must be of reasonably good effort, as determined by the Chapter Director.
- The production must be collaborative. This is a broad qualitative statement; Chapter Directors and Officer Teams are encouraged to better delineate this requirement to fit the unique context of their community.
- The film must be screened at a meeting of the Chapter or school event.
- The film must be accompanied by a short process, intent, and reflection statement. The exact structure of this statement is up to the discretion of the Chapter Director; it should be brief — its aim is not to make students write yet another essay but rather prompt reflection on the original thought (artistic intentions and choices) and process behind the creation of the film.

Chapter Directors and Officers may reward additional minutes of film to a film that is exceptional or demonstrative of a significant amount of work (for example, a 2 minute film with an impressive amount of CGI could count as 4 minutes of film work). Conversely, Chapter Directors and Officers may award fewer minutes of film to a film that they deem to be significantly bloated in run time; such films may also be rejected outright by the Chapter Director if the film is deemed to not meet the good effort requirement above.

It is also recognized that a substantial amount of effort is put into class work; these requirements are not meant to be unduly burdensome on a Chapter and its Members. Accordingly, **OVERLAP WITH CLASS WORK** is inevitable and a core component of the design of the requirements to maintain induction — work completed for a school's film program can be counted towards the requirements to maintain induction.

On the Member Portal, Chapter Directors and Officers, as designated by the Chapter Director, may update Members' progress towards the points and minutes of film requirements. All updates must be accompanied by a short rationale as records must remain auditable by all Members of a Chapter and the Staff of the Society.

Chapter Directors and Officers may **OVERRIDE** the above requirements should extenuating circumstances, such as illness or another force majeure event, render a Member involuntarily unable to maintain their induction status. All overrides must be accompanied by a description and are subject to review by HSCA Staff.

Chapter Directors may also **RAISE THE REQUIREMENTS TO MAINTAIN INDUCTION** based on the unique context of their community. For example, a Chapter with a sizable film curriculum may choose to require its Members to produce 15 minutes of film work instead of 10, and they may require a portion of these minutes of film to have been completed outside of class.

Chapter Directors may increase these requirements on the Member Portal; they may not decrease the requirements below 10 points or 10 minutes of film.

To effectively track and process Members' progress towards the requirements to maintain induction, it is recommended that a Chapter's Officer Team takes attendance at all meetings and activities; it is also recommended that they develop a form which allows Members to submit their films (and accompanying intent, process, and reflection statements) and other activities for review and approval.

## MEMBER RANKS

While being inducted into HSCA is already a significant honor, HSCA Members may earn additional ranks for outstanding work within the following three categories: number of years inducted, leadership position (see “Chapter Leadership”), and placement in our annual film festival. Once earned, a Member’s rank is kept throughout their time in HSCA; unlike the requirements to maintain induction, which must be met every year, they do not need to re-earn their rank each year.

Rank	Requirement(s)
<b>Member</b>	Maintain induction requirements. Cords are given senior year.
<b>Member with Honors</b>	Maintain induction for 2 years.
<b>Member with High Honors</b>	Serve as a Chapter Officer.
<b>Member First Class</b>	Maintain induction for 3 or more years; or serve as a Chapter President or Vice President; or represent an award-winning film at the annual HSCA film festival.
<b>Member in Lumen</b>	Represent a film that wins two or more awards at the annual HSCA film festival; or represent a film that wins the highest tier of awards at the annual HSCA film festival (for example, Best Motion Picture).
<b>Member in Veritate</b>	Beginning in the 2026-2027 academic year, Chapter Directors may nominate <i>Members First Class</i> and <i>Members in Lumen</i> to the Office of the President of the Society and the Board of Directors for the rank of <i>Member in Veritate</i> . Up to two Members are chosen each year for the rank of <i>Member in Veritate</i> . The rank of <i>Member in Veritate</i> may come with additional responsibilities.
<b>Laureate of the Society</b>	Beginning in the 2026-2027 academic year, from the Members nominated for the rank of <i>Member in Veritate</i> , up to one Member is chosen each year for the rank of <i>Laureate of the Society</i> . This is HSCA’s highest honor, and is a reflection of significant global achievement in high school filmmaking. The rank of <i>Laureate of the Society</i> may come with additional responsibilities.

## SCHOLARSHIPS & FELLOWSHIPS

Within the coming years, HSCA plans to introduce a limited number of **SCHOLARSHIPS** for Members pursuing the cinematic arts beyond high school. Similarly, HSCA plans to introduce a limited number of **FELLOWSHIPS** for Members starting in the 2029-2030 academic year. All Members are eligible for these programs, though the best candidates reflect a deep and tangible commitment towards the Society's mission and have earned a rank of Member First Class or beyond.

## TRANSFERRING CHAPTERS

Members who need to transfer Chapters should contact [support@honorsocietyofcinematicarts.org](mailto:support@honorsocietyofcinematicarts.org). If a Member transfers to a school which does not have a Chapter, we recommend petitioning the administration and relevant faculty to begin one. More information on how to begin a Chapter can be found in this handbook (under "Chapters").

## ALUMNI

Once a Member successfully maintains their induction status through graduation, they become an Alumna for life. Alumni are given access to a directory of other alumni; they are also given limited access to educational resources. Alumni are expected to adhere to HSCA's standards of conduct and uphold the values of the Society.

## HONORARY INDUCTION

Non-students may be named Honorary Members of a Chapter for outstanding service and support of our mission. They can be parents or other volunteers from the community, school employees, or generous patrons. Honorary Members are affiliated with the Chapter and, in turn, HSCA, but they are not considered active Members and receive no access to HSCA's educational programming. Chapters who wish to purchase regalia and merchandise to celebrate their Honorary Members should contact [support@honorsocietyofcinematicarts.org](mailto:support@honorsocietyofcinematicarts.org).

## CHAPTER LEADERSHIP

### CHAPTER DIRECTOR

A Chapter's leadership begins with the Chapter Director, an educator or administrator of the educational institution sponsoring the HSCA Chapter. The Chapter Director is responsible for leading all Chapter activities, updating Members' induction status and nominating Associates for induction, and ensuring the Chapter remains compliant with all HSCA regulations.

### CHAPTER OFFICERS

A Chapter Director may choose to instate Chapter Officers, students Members who are tasked with assisting the Chapter Director in their duties. Many Chapters find value in having a designated Officer Team; it not only alleviates pressure from the Chapter Director to run all activities and keep up with bookkeeping, especially in regards to induction requirements and eligibility, but it also serves as a valuable learning experience for Officers.

We recommend that a Chapter's Officer Team should be no larger than a quarter of its Membership, and that, regardless of size, each Chapter should have no more than five students on its Officer Team.

It is recommended that each Chapter has one **CHAPTER PRESIDENT** and one **CHAPTER VICE PRESIDENT**, who are tasked with leading both the Members and the rest of the Officer Team; their primary responsibility is to ensure the smooth execution of all activities.

The Chapter Director may also choose to instate **CHAPTER OFFICERS** — student leaders who are tasked with additional responsibilities. The role of Chapter Officer is purposefully broad, allowing Chapter Directors to shape the role to the needs of their Chapter; the following contains a list of ideas for Chapter Officers responsibilities:

<b>Role Idea</b>	<b>Responsibilities</b>
<b>Communications Officer</b>	Manages the Chapter's physical and digital presence, and oversees recruitment and information programs for Associates (prospective Members).
<b>Events Officer</b>	Organizes regular movie nights, guest speakers, and, possibly, an annual film festival.
<b>Liaison Officer</b>	Communicates and coordinates initiatives with the officer teams of other extracurricular activities and the school administration.
<b>Production Officer</b>	Initiates and oversees the regular production of films amongst Members and Associates.
<b>Records Officer</b>	Manages regular bookkeeping on the Member Portal and advises on governance, incentives, and policies.
<b>Service Officer</b>	Promotes and oversees civic engagement and service-related activities amongst Members.
<b>Treasurer</b>	Tracks, organizes, and allocates the Chapter's funds.

On the Member Portal, student Members who are designated as a Chapter President, Chapter Vice President, or Officer have the ability to update all Members' progress towards maintaining induction status.

### **APPLICATION PROCESS**

The application process for a Chapter's Officer Team is at the discretion of the Chapter Director and should be clearly communicated to all Members. Because most Members do not truly understand the tasks of the Officer Team, it is recommended that the Officer Team should not be chosen by a simple majority vote, but HSCA recognizes that such an approach may hold merit depending on a Chapter's circumstances. Most Chapters opt to hold a standardized application process or weigh the votes of graduating Officers more heavily (typically 2:1 or 3:1) in a general election process.

## STARTING A NEW CHAPTER

We are extremely excited that your Chapter will be one of our Pioneer Chapters as we launch during the Spring 2026 semester! We also recognize, however, that, in addition to the many considerations and processes involved in starting a Chapter, there are several unique factors that arise when beginning halfway through a school year. Accordingly, we have compiled the following list of tasks and guidelines. Feel free to reach out to HSCA President Sebastian Street ([sebastianstreet@honorsocietyofcinematicarts.org](mailto:sebastianstreet@honorsocietyofcinematicarts.org)) for further information and/or clarification.

Task	Description
<b>Setup</b>	
<b>Establish Your Chapter</b>	Officially establish your Chapter as an entity within your school.
<b>Register on the Member Portal</b>	You will receive an email with instructions on how to join the Member Portal in December; once HSCA Staff approve your account, you will be able to access the Portal as a Chapter Director.
<b>Determine Induction Requirements &amp; Process</b>	Determine what requirements you will set for candidates and what criteria you will use to judge candidates. <i>For further information on induction requirements, see “Induction” on page 15.</i>
<b>Determine Requirements to Maintain Induction</b>	We require Members to earn 10 points and produce 10 minutes of high-quality, collaborative film work that is screened for the Chapter each year. Determine if you want to add additional Chapter specific requirements, and customize the suggested points menu to fit the context of your school. It is worth noting that these requirements are meant to be completed over the course of a year, however; you may wish to immediately give your inaugural cohort 5 points and allow Members to count films made during the first semester toward the minutes of film requirement. <i>For further information on the requirements to maintain induction, see “Maintaining Induction” on page 16.</i>
<b>Determine Officer Roles &amp; Selection Process</b>	Decide on the number of Officers your Chapter will have, their responsibilities, and how you will select them. <i>For further information on Officers, see “Chapter Officers” on page 22.</i>

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## Recruitment & Inductions

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<b>Raise Awareness</b>	Alert students to your Chapter; share your Chapter's induction process and requirements to maintain induction, Officer positions and selection, and any fees you may require your students to pay.
<b>Register Students on the Member Portal</b>	Register students onto the Member Portal — both those who will likely become inducted Members and those who will remain uninducted participants (Associates) in Chapter activities. Continue to register new Chapter participants as they join throughout the semester. <i>For more information on the importance of uninducted Associates' participation in Chapter activities, see "Associates" on page 15.</i>
<b>Hold Inductions</b>	Complete your induction process. Nominate the successful students on the Member Portal.
<b>Pay Annual Dues</b>	Once your payment is processed, Nominees will be promoted by HSCA Staff to Members on the Member Portal. <i>For further information on annual dues, see "Annual Dues &amp; The Chapter Grant Initiative" on page 11.</i>
<b>Select Officers</b>	Complete your Officer selection process and promote the applicable Members on the Member Portal to their Officer position. If you already have a film extracurricular with Officers, we recommend making them the first Officer Team.
<b>Hold an Induction Ceremony</b>	Hold an induction ceremony, led by yourself and your Officer Team, to celebrate the inaugural cohort of Members. <i>For further information, see "The Induction Ceremony" on page 13.</i>
<b>Schedule Meetings &amp; Activities</b>	Work with your Officer Team to determine a schedule of regular meetings and any other activities they may wish to do. <i>For further information on suggested activities, see "Chapter Activities &amp; Responsibilities" on page 9.</i>
<b>Create Internal Bookkeeping System</b>	Task your Officer Team with creating a system to keep track of attendance and other requirements to maintain induction. We recommend developing a form which allows Members to submit their films (and accompanying intent, process, and reflection statements) and other non-attendance based activities (such as thank you notes) for review and approval.

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## Throughout the Semester

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### **Hold Regular Meetings & Track Requirements**

Hold regular meetings and activities with Members and Associates, hold regular Officer meetings, and ensure that Members' progress is accurately tracked on the Member Portal.

### **Utilize Educational Resources**

Be on the lookout for updates to our educational resources! We will highlight new resources, upcoming events, and periodic competitions in our biweekly email newsletter. *For further information, see "Our Services" on page 6.*

### **Potentially Participate in the Auditing Process**

Every year, we audit a statistically significant number of Members to ensure compliance with HSCA policy; one or more of your Members may be randomly selected as part of this process. If this happens, you, your Officer Team, and the Member(s) will be notified; you will be asked to ensure your Member Portal is accurate by a specific date. Don't worry — this process is not meant to be scary, punitive, or create significant additional work; we will walk you through the process.

### **Receive Cords & Regalia**

Be prepared to receive cords and other regalia in March and April, depending on your geographic location.

### **Participate in Our Annual HSCA Film Festival**

Each Member is allowed to submit one film to our annual film festival. Be sure to tune into the livestream of the event in May, where we will watch nominated films and announce award winners!

### **Select Officers (Again)**

Select your Officer Team for the 2026-2027 school year.

### **End of Year Ceremony**

Hold an end of year ceremony prior to graduation where you give graduating Members their cords and announce next year's Officer Team. We recommend integrating this short ceremony into your Chapter's annual film festival if you hold one. *For further information, see "End of Year Ceremony" on page 14.*

### **Submit Film(s)**

Prior to the beginning of the 2026-2027 school year, please ensure that you submit at least one film to our archive of exemplary student film work.

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## REVOCAION OF INDUCTION STATUS PROCESS

### INVESTIGATION

HSCA regularly conducts audits of its Chapters' books to ensure compliance with the guidelines outlined in this handbook. Should a Chapter or Member fail to follow HSCA's policies and guidelines, or should a Chapter or Member participate in conduct deemed ill-fitting of HSCA's mission or core values, HSCA will reach out to conduct an investigation and determine the best course of action.

### NEXT STEPS

This is not meant to be punitive; many investigations do not lead to a revocation of induction status. However, certain egregious actions may warrant the revocation of induction status. A Chapter's or a Member's induction status may be revoked by the President of the Society or the Chair of the Board of Directors. All decisions to revoke a Chapter or Member from the Society are presented to the Board of Directors at their earliest convenience, and all rationale behind the decisions will be clearly communicated to all affected parties.

### SUSPENSION OF SERVICES

All services and educational programming will be suspended for a Chapter or Member whose induction status has been revoked. HSCA may also request the return or destruction of all HSCA merchandise given to the Chapter or Member. No refunds will be given.

### APPEAL

Chapters and Members may appeal decisions which revoke their induction status by sending a document of no longer than five pages of legible text and images to the President of the Society ([officeofthepresident@honorsocietyofcinematicarts.org](mailto:officeofthepresident@honorsocietyofcinematicarts.org)) within three months of revocation. These materials are presented to the Board; the Board may choose to entertain the appeal and make a final ruling on the induction status of the Chapter or Member.

## APPENDIX 1: ANTI-DISCRIMINATION POLICY

### PURPOSE STATEMENT

The following document outlines the Honor Society of Cinematic Arts' commitment to inclusivity and equity within its organizational operations.

**Preamble.** As a Society dedicated towards one facet of art — the cinematic arts, the diversity of the communities we serve is one of our greatest strengths; this diversity offers extraordinary opportunities for our inducted Members, Chapters, Associates, and Staff to contribute towards the creation and celebration of meaningful stories told through cinema. For our diversity to reach its full potential as a strength, it is important that our commitment to equity and inclusion for all in our community be as strong as it is to diversity. Differences in culture, background, ability, identity, and perspective should be respected and celebrated; the Honor Society of Cinematic Arts (HSCA) has no place for any form of discrimination. It is only by creating a positive climate and inclusive culture that we will meet our vision to cultivate and celebrate excellence in the creation, analysis, enjoyment, and education of the cinematic arts.

**Policy Statement.** HSCA is committed to creating and maintaining an inclusive environment for all individuals involved in its programs, including but not limited to students, educators, Volunteers, Employees, Directors of the Board, and partner institutions. HSCA prohibits any form of unlawful and/or unethical discrimination and upholds equal opportunity principles in all aspects of its operations. It is the policy of HSCA to ensure that no person shall be subjected to discrimination on the basis of race, color, religion, sex, gender identity or expression, sexual orientation, age, national origin, ethnicity, disability, genetic information, marital status, veteran status, citizenship status, or any other protected category under applicable federal, state, or local law.

**Implementation.** HSCA will take proactive measures to prevent discrimination and ensure fairness in program delivery and internal governance. Directors and Officers of the Board, Staff, Volunteers, inducted Members, Associates, Chapter Directors, and Chapters are expected to model behavior consistent with this policy and promote inclusivity within their respective roles.

**Reporting.** Any individual who believes they have been subjected to discrimination in connection with HSCA's activities may submit a complaint to [reporting@honorsocietyofcinematicarts.org](mailto:reporting@honorsocietyofcinematicarts.org) or any Executive of the Society or any Director of the Board. HSCA will investigate all reports promptly and confidentially and take appropriate corrective action, including Board-level review, if warranted.

**Review.** This policy shall be reviewed from time to time by the Board of Directors and updated as necessary to remain compliant with applicable law and in ethical standing with the communities it serves.

## APPENDIX 2: ANTI-HARASSMENT POLICY

### PURPOSE STATEMENT

The following document outlines the Honor Society of Cinematic Arts' commitment to maintaining a safe, respectful, and professional environment across all levels of its educational and organizational programming.

**Preamble.** The Honor Society of Cinematic Arts (HSCA) recognizes that creativity thrives in environments grounded in respect, empathy, and trust. As an international honor society dedicated to fostering excellence in cinematic arts, we are committed to ensuring that all individuals involved in our community are free from harassment in all its forms. Storytelling is deeply personal; it invites vulnerability and courage. To safeguard these values, we affirm that harassment, intimidation, and coercion have no place within our programs or Chapters. Whether in a classroom, on set, online, or at our events, we are devoted to cultivating an environment where all participants can learn, express themselves, and collaborate without fear of abuse, discomfort, or marginalization.

**Policy Statement.** HSCA is committed to providing a safe, respectful, and professional environment for all individuals participating in its programs or representing the Society. Harassment of any kind is strictly prohibited and will not be tolerated. Harassment includes any unwelcome verbal, physical, or visual conduct that creates an intimidating, offensive, or hostile environment or unreasonably interferes with participation in the Society's programs. Harassment may be based on, but is not limited to, race, color, religion, sex, gender identity or expression, sexual orientation, age, national origin, disability, or other legally protected categories. Examples of harassment include but are not limited to: offensive jokes or comments; unwanted physical contact; inappropriate or suggestive remarks; visual displays of degrading or abusive material; or intimidation, bullying, and retaliation. Sexual harassment includes unwelcome advances, requests for sexual favors, or other verbal or physical conduct of a sexual nature.

**Reporting.** Any individual who believes they have been harassed should make a complaint to [reporting@honorsocietyofcinematicarts.org](mailto:reporting@honorsocietyofcinematicarts.org) or any Executive of the Society or any Director of the Board. HSCA will investigate all reports discreetly and thoroughly. Individuals found to have violated this policy may be subject to disciplinary action, including but not limited to removal from office, termination of participation, or appropriate corrective training. Retaliation against an individual for reporting harassment or participating in an investigation is strictly prohibited and will be subject to disciplinary action.

**Review.** This policy shall be reviewed from time to time by the Board of Directors and updated as necessary to remain compliant with applicable law and in ethical standing with the communities it serves.

## APPENDIX 3: ANTI-HAZING POLICY

### PURPOSE STATEMENT

The following document outlines the Honor Society of Cinematic Arts' commitment to ensuring the physical and psychological safety of its program participants by strictly prohibiting hazing in all forms.

**Preamble.** The Honor Society of Cinematic Arts (HSCA) is a community of safety, dignity, and one which values every student, educator, and associated person affected by its programs; as an honor society dedicated to recognizing and celebrating excellence in the cinematic arts, we believe that induction into our Society should always be earned through merit, effort, and ethical engagement — never through coercion, intimidation, or harm. Hazing, in any form, is not only contrary to our educational values but also poses serious risks to the wellbeing and integrity of the communities that we serve. Whether carried out overtly or subtly, hazing has no place in our Society and will be met with firm disciplinary response as per this zero-tolerance policy.

**Policy.** HSCA strictly prohibits any form of hazing in connection with Society activities, Member inductions, events, or informal interactions between any community members, including but not limited to students, educators, Members, Associates, Staff, Volunteers, and other participants of our program regardless of consent or intent. Hazing is defined as any conduct that recklessly or intentionally endangers the mental or physical health or safety of a participant; causes embarrassment, shame, humiliation, or undue stress; coerced participation in potentially harmful or degrading activities; or involves the willful destruction of property, verbal abuse, or forced behavior as a condition of acceptance or continuation in a group. This policy applies to all organizational activities, in person, virtual, official, and unofficial.

**Reporting.** Concerns should be reported to [reporting@honorsocietyofcinematicarts.org](mailto:reporting@honorsocietyofcinematicarts.org) or any Executive of the Society or any Director of the Board. Retaliation against an individual for reporting or participating in an investigation is strictly prohibited; retaliation will be treated as an additional policy violation.

**Review.** This policy shall be reviewed from time to time by the Board of Directors and updated as necessary to remain compliant with applicable law and in ethical standing with the communities it serves.

## APPENDIX 4: WHISTLEBLOWER PROTECTION POLICY

### PURPOSE STATEMENT

The following document outlines the Honor Society of Cinematic Arts' commitment to ethical integrity and organizational accountability through transparent and protected reporting mechanisms.

**Preamble.** At the heart of our Society is a commitment to honesty, accountability, and principled leadership. The Honor Society of Cinematic Arts (HSCA) depends on the integrity of its community to advance its mission and ensure the ethical execution of its programs. In order to safeguard the public trust and the wellbeing of the people and communities we serve, the Society is committed to maintaining open lines of communication, transparency in decision-making, and protection for individuals who speak up when something is wrong. Whistleblowing is not an act of disloyalty but one of responsibility and service. By encouraging good-faith reporting of concerns without fear of retaliation, we ensure that our organization remains guided by a strong moral backbone.

**Policy.** HSCA requires its Directors of the Board, Executives, Staff, Volunteers, vendors, and program participants to observe high standards of ethical conduct and compliance. This policy is intended to encourage and enable individuals to raise good-faith concerns regarding unethical behavior, violations of law or regulation, financial impropriety, or breaches of organizational policy without fear of retaliation.

**Reporting.** Concerns should be reported to [reporting@honorsocietyofcinematicarts.org](mailto:reporting@honorsocietyofcinematicarts.org) or any Executive of the Society or any Director of the Board. HSCA will investigate all concerns promptly and impartially. Individuals found to be in violation may be subject to disciplinary action, including but not limited to removal from office, termination of participation, or appropriate corrective training. The Board of Directors shall oversee the response process for any allegations involving Executives or Directors of the Board. Retaliation against an individual for reporting or participating in an investigation is strictly prohibited and will be subject to additional disciplinary action.

**Confidentiality.** To the furthest extent possible, HSCA will preserve the confidentiality of all whistleblower reports. Reports may be made anonymously, though sufficient detail should be provided to allow for a thorough investigation.

**Review.** This policy shall be reviewed from time to time by the Board of Directors and updated as necessary to remain compliant with applicable law and in ethical standing with the communities it serves.

## APPENDIX 5: DATA PRIVACY & PROTECTION POLICY

### PURPOSE STATEMENT

The following document outlines the Honor Society of Cinematic Arts' commitment to the responsible collection, storage, protection, and use of personal and organizational data.

**Preamble.** The Honor Society of Cinematic Arts (HSCA) is committed to maintaining the privacy, integrity, and security of the personal information of its Members, Associates, Volunteers, Chapters, and partners. As a program that operates across schools and digital platforms, and that may work with student data, we understand that the responsible handling of personal information is a core component of public trust. To that end, this policy establishes the principles and protocols for data protection and access.

**Policy.** HSCA collects, stores, and uses personal and organizational data only for purposes directly related to its mission, including but not limited to Chapter operations, Member induction, communication, and program delivery. Information collected may include but is not limited to: names, contact information, date of birth, institutional affiliation, participation records, film submissions, and event attendance.

**Consent and Purpose Limitation.** HSCA collects personal data only with informed consent and solely for specific, mission-related purposes. Any optional data collection will be clearly marked as such, and participation will never be conditioned on the release of non-essential personal information.

**Acknowledgement of Consent.** HSCA will consider any information and data provided of one's own free will as consensual. Information collected this way may not require the collection of a release form or waiver.

**Data Minimization.** HSCA will only collect data that is relevant and necessary for its programs. Sensitive information, such as information related to minors or educational records, will be collected only with appropriate institutional or guardian consent, when required.

**Data Access and Security.** Access to personal data is limited to authorized Staff or Volunteers, as deemed fit by the Board or the Office of the President of the Society whose roles require such access. HSCA uses reasonable administrative, technical, and physical safeguards to protect stored information from unauthorized access, misuse, or disclosure.

**Third-Party Platforms and Services.** Any third-party platform used for data storage or communications shall be periodically vetted for the following qualities: a high level of transparency in their data protection and privacy policies, a history of robust and ethical behavior surrounding the storage of human data, and the presence of a periodic review system to ensure their processes evolve with the ever-changing landscape of data protection and privacy. HSCA will not sell, lease, or nonconsensually share personal data with any third-party, and will only share personal data with external vendors when necessary to deliver its programs.

**Data Retention and Destruction.** Data will be retained only as long as it is deemed legally and operationally necessary, in accordance with Article VIII: Document Retention & Destruction of the Society's Bylaws.

**Access and Correction Requests.** Any Member may request to review, correct, or delete their personal information held by HSCA by submitting a written request to the Office of the President of the Society. HSCA will respond to such requests in a timely and respectful manner and may take action at its discretion.

**Review.** This policy shall be reviewed and affirmed annually by the Board of Directors at its annual meeting and updated as necessary to remain compliant with applicable law and in ethical standing with the communities it serves.

## APPENDIX 6: BRAND GUIDE

### PURPOSE STATEMENT

Our branding and visual identity is a vital component of our community. Our Members and Chapters are generally welcome to use our logos and other facets of our brand for recruitment and activities; this document outlines guidelines that must be adhered to when doing so.