

PROGRAMMING GUIDELINES
Cooperative Extension
Agriculture and Natural Resources

PARTNERSHIPS ASSOCIATED WITH EDUCATIONAL EVENTS

Educational events sponsored by CE or individual firms¹ and organizations² are enhanced through partnerships. The need for Extension and private/public sector partnering will increase as firms and organizations seek greater access to the knowledge and resource base of the land-grant University. Such cooperation can facilitate technology transfer, public policy debate, faster problem solving and maximize the use of limited resources.

The partnerships and the form and level of such involvement between CE and an individual firm or organization must be considered carefully. Neither CE nor the individual entities wish to raise questions of impropriety and unfair preferential treatment.

These relationships cannot compromise the integrity and reputation of the University and should be fair and equitable to all firms and organizations.

The following three situations or cases describe the conditions and considerations of these partnerships. The responsibility when either CE or a firm or organization sponsors an event is clear. However, co-sponsorship of an event or meeting requires careful examination.

1. CE sponsors an educational event

CE is solely responsible for planning, organizing and conducting the event. A firm or organization may provide speakers, facilities or equipment, meals or refreshments, publicity or funds. The support (cooperation) of the firm or organization should be appropriately acknowledged.

2. A firm or organization sponsors an educational event

The firm or organization is solely responsible for planning, organizing and conducting the event. If requested, CE may provide assistance in the form of speakers, facilities or equipment, publications and publicity. The support (cooperation) of CE should be appropriately acknowledged.

¹ Firms include businesses and industries, both cooperative and private.

² Organizations include associations, councils and other organized groups.

Brochures and other promotional materials for firm or organization sponsored events should not imply Extension endorsement of the policies, practices or products of the sponsor. CE or University logos should not be used.

3. Co-sponsored educational events

Both parties, CE and the firm or organization, contribute equally (approximately) to planning, organizing and conducting the event. Partnering (co-sponsorship) with organizations or generic groups, e.g. producer organizations, can usually be managed with little difficulty and is encouraged. Co-sponsorship with a firm, however, is not generally encouraged. Such partnering is to be considered carefully, and then only if situations 1 and 2 above are deemed unsatisfactory.

The principal conditions associated with co-sponsorship of an educational event include:

- ◆ CE's mission or programming efforts must not be compromised; its unbiased position must be protected. Good judgment is vital.
- ◆ Brochures and other promotional materials should not imply Extension endorsement of the policies, practices or products of the co-sponsoring firms or organizations. Use of a disclaimer statement may be appropriate.
- ◆ All jointly prepared material must contain the UWEX equal opportunity statement.

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