

PROGRAMMING GUIDELINES
Cooperative Extension (CE)
Agriculture and Natural Resources

PROFESSIONAL COURTESY GUIDELINES

This policy applies when a state specialist or county agent conducts an educational event (e.g., makes a farm call, does an individual consultation, or conducts an educational meetings) in a county where the local agent is not involved. This can easily happen if, for example, a state specialist or county agent is called by a lender, crop consultant, nutritionist, veterinarian, or other agriculture professional to make a farm call or conduct or present at a meeting for a clientele specific to that agriculture professional. With the advent of teams and their work groups, situations may also arise where team or work group members may conduct educational meetings or activities in a county whose agent is not involved with that team or work group.

The preferred professional courtesy policy is to have the person or group from outside the county work through the agriculture agent in that county to let him/her know that a specialist, an agent from another county, or a team/work group will be in the county working with an agriculture professional and a farmer or group of farmers. Occasionally, an education event may be occurring where an agent is not likely to be involved. In this situation, it is courteous and, we believe, professional to contact and inform the agent of this event.

Why this policy? It stems from the notion that all of us in the program area are professionals and respectful of each faculty and academic staff member. In addition, the agent in the host county may well want to be part of the farm call or meeting for his/her own professional development.

Why this policy? It also stems from the notion that the Cooperative Extension division of UW-Extension prides itself on being a county-based educational programming and delivery system. While there will be occasions where county residents seek out state specialists, agents from another counties or teams/workgroups, it is important to reinforce the presence and value of the agent in that particular county. Ideally, the agent in that county either conducts the farm call or program, works with the specialist or other agent to conduct the farm call or program, or at a minimum becomes aware of the farm call or program being conducted by the specialist, other agent or team/workgroup. Perhaps most importantly, the local agent may be helpful in his/her awareness of unique issues or situations that may be useful to know prior to the educational event.

In summary, it is a matter of professional courtesy and organizational integrity to contact, if not involve, the agent in a county where you as a specialist, other agent or member of a team/workgroup will be conducting extension business.

November 8, 2001