

Responsible Officer:	
Responsible Office:	
Issuance Date:	01/1991
Effective Date:	01/1991
Last Review Date:	01/1991
Scope:	University of California Cooperative Extensions

Contact:	
Title:	
Email:	
Phone:	

TABLE OF CONTENTS

I. POLICY SUMMARY	2
II. DEFINITIONS	2
III. POLICY TEXT	2
IV. COMPLIANCE / RESPONSIBILITIES	3
V. PROCEDURES	3
VI. RELATED INFORMATION	3
VII. FREQUENTLY ASKED QUESTIONS	3
VIII. REVISION HISTORY	3

I. POLICY SUMMARY

Cooperative Extension is an integral part of the University of California and all individuals, offices, and work should be closely identified with the University.

II. DEFINITIONS

III. POLICY TEXT

Office

- A.** Cooperative Extension is the official title of the organization. Signs of offices and buildings that house Cooperative Extension should read as follows:

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION
(_____) COUNTY

- B.** When possible, identify county cars or personal cars, when used on University business, by University of California decals or magnetic signs mounted on each side. Decals and signs are available from the Distribution Center.
- C.** Identify news items and other mass media releases by the source, such as "University of California Farm Advisor John Doe," "Joan Smith, Farm Advisor, University of California," or a similar form.
- D.** Identify county publications on the front cover, as follows:

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION
(_____) COUNTY

- E.** Letterheads must closely follow the form given in the Penalty Mail regulations. Postal regulations require the use of reasonably uniform letterheads in all Cooperative Extension Offices in the state. See Section 261 for Penalty Mail regulations.
The Distribution Center will supply Penalty Mail (postage and fees paid) envelopes.
- F.** Envelopes for postage-paid mail must have the following in the upper left-hand corner:

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION
(_____) COUNTY
(Local Address)

- G.** When possible, all mention of 4-H Clubs and 4-H Youth work in news media should be closely identified with the University of California.
- H.** County-based Cooperative Extension personnel should use the following statement

in answering the telephone: "University of California, Cooperative Extension."

- I. In telephone directory listings, a primary listing is required, and each additional listing must contain complete reference to the primary listing. Each County Office must have the primary listing shown below. Additional listings may be used as desired.

Individual

Cooperative Extension staff members will be provided a University of California, Agriculture and Natural Resources identification card. These cards must be returned to Personnel Services on termination of employment.

IV. COMPLIANCE / RESPONSIBILITIES

V. PROCEDURES

VI. RELATED INFORMATION

VII. FREQUENTLY ASKED QUESTIONS

VIII. REVISION HISTORY

October 2017:

Format updated.