

PPM 260: Identification of Cooperative Extension

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**Note: For links to referenced documents see
Section VI, *Related Information*, below.**

I. POLICY SUMMARY

This section of the Policy and Procedure Manual (PPM) for the University of California (UC) Agriculture and Natural Resources (ANR) describes how identification of the UC Cooperative Extension program is implemented in the UC ANR environment.

UC 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

Not used.

III. POLICY TEXT

A. UC Cooperative Extension Offices

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

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION

In the County of _____

2. Identify UC Cooperative Extension in news items and other mass media releases by the source, such as "University of California Cooperative Extension Agronomy Advisor John Doe," or a similar form.
3. Identify UC Cooperative Extension on all electronic and print publications, utilizing the UC ANR Toolkit for UC Cooperative Extension (see link in below item VI, *Related Information*). See the Branding Toolkit for information on logos and templates, social media, web communications, public relations and Spanish language resources.
4. Envelopes must have the following in the upper left-hand corner:

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION

In the County of _____

(Local Address)

5. All mentions of 4-H activities, youth, or volunteers should be closely identified with the University of California. For example, the "University of California's 4-H Youth Development Program in _____ County."
6. County-based UC Cooperative Extension personnel should use the following statement in answering the telephone: "University of California, Cooperative Extension in the County of _____."
7. In all MOUs and contracts, the official title (UC Cooperative Extension in _____ County) should be used. Directors should work with their County Administrative Office to ensure that the official title is used. For example, "UC Cooperative Extension Department in the County of _____."
8. As appropriate UC Cooperative Extension may be abbreviated as "UCCE."

IV. COMPLIANCE / RESPONSIBILITIES

UC Cooperative Extension personnel are responsible for compliance with these policies and procedures.

V. PROCEDURES

Not used – see Section III, *Policy Text* above.

VI. RELATED INFORMATION

- [UC ANR Toolkit for UC Cooperative Extension](#)
 - [UC ANR Branding Toolkit](#)
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VII. FREQUENTLY ASKED QUESTIONS

Not used.

VIII. REVISION HISTORY

October 2017:

Format updated.

August 2020:

Minor content, link and format updates.