



Policies and Guidelines for Student Representatives and Corporate Sponsors

TCSVM welcomes and encourages the collaborative ties we have with our colleagues in the corporate sector. These activities are overseen jointly by the Dean, the Associate Dean for Clinical Programs, the Associate Dean of Administration and Finance, the Assistant Dean for Student Affairs, and our Advancement office via the Associate Director of Corporate and Foundations Relations. Over 25 companies retain “student representatives” enrolled at the Cummings School, typically to help promote their identity and to supplement curricula topics through educational programming. These relationships serve as a means for students to learn about the various industries that serve veterinary medicine and provide a means to help foster bridges between students and the many companies that students will work with in the future.

Student representatives are asked to perform a number of tasks depending on the corporate sponsor. This document is meant to be a guide for the students and their sponsors to help ensure that we maintain the professional relationships needed for dialogue with student representatives, the school, and the various companies that routinely seek access to our students, faculty and staff.

Cummings School of Veterinary Medicine strives to ensure privacy while providing evidence based educational opportunities to students, and provide equitable corporate access to students, faculty, and staff. We present these policies and guidelines to help students and sponsors set up their programs in a manner that is consistent with our academic environment:

Disclosure:

We ask that each student representative provide the Student Affairs Office information about which company she/he represents and contact information for the company representative one works with.

Privacy:

As a school, we value the privacy of every member of our campus community. We will not provide lists of names of faculty or staff including email lists, phone numbers or any address information. The Student Affairs Office will provide a list of the students’ names for use solely by a student representative, but the Office will not supply any related personal information.

Product Distribution:

We are training veterinarians by instilling the need for good professional relationships between the veterinarian, patient, and client. To this point, prescription products will only be distributed through licensed veterinarians that have a patient/client relationship. Medication of any kind that would be recommended by a veterinarian and recorded in the

medical record should not be distributed without the client/patient/doctor relationship being intact. Other marketing items (toys, pens, non-prescription foods, collars, etc.) should only be distributed on campus by student representatives at approved events such as new student orientation, product services day, lunch-time talks or other similar approved events. Student representatives should remove extra materials at the end of an event. Sale or resale of products provided by vendors is not allowed on campus without prior written authorization. Students may contact relevant faculty members regarding educational materials that might be available for courses and/or reference. Student representatives are advised to use this privilege tastefully and respect faculty wishes if such inquiries are no longer desired.

We may allow sponsorship of a limited number of “clinics” (i.e. heartworm or wellness clinic). These events require a faculty member willing to serve as a sponsor and to write prescriptions, if necessary. If any medical procedures or prescriptions are part of the event, arrangements for entry into a medical record are required. In general, the hospitals will not be utilized for outside clinics or events as they impact our delivery of patient and client services. Events require approval from the Associate Dean for Clinical Programs. There may be charges for space, hazardous waste removal and/or the use of facilities.

Product Information:

Students often want to know more about the products that are available to veterinarians. Student representatives may place written product materials in student mailboxes. Faculty and staff should not be approached by student representatives for sales materials unless specifically requested.

Corporate Speakers:

Companies frequently sponsor their company-affiliated speakers on our campus. These presentations should be balanced and limited to providing evidence on how products work and their place in veterinary practice. Scheduling of speakers should be checked carefully to avoid conflicts with school programs and events. Student representatives should ensure that the events are listed on room and campus calendars. If refreshments are provided to the group, clean up and trash collection need to be arranged in advance and is the responsibility of the student representative. Currently there is a \$500 cap on corporate sponsored refreshments for a single presentation. Requests for exceptions to the cap for special events may be considered, and should be directed to the Assistant Dean for Students, or in her absence, the Associate Dean for Clinical Programs. If special setup of a room or other venue is required there may be a charge incurred by Campus Facilities. University events take precedence over corporate sponsored events. We try to schedule things as fairly as possible, but there may be times when school events or programs will displace other uses for school or university activities. Sponsorship of speakers and/or events may be acknowledged by posters advertising the event on campus, introductory remarks at the event and/or by written program materials, posters, or signage at the event. We welcome the interaction and collaborative efforts of many companies to enhance the sharing of information.

Sponsorship of Student Organizations:

Student organizations cannot be exclusively sponsored by a single company. The university does not allow exclusive marketing arrangements. While a single company may be the only sponsor of an organization, no other company will be excluded from participating by use exclusive contractual agreements. Any written agreements between companies and student organizations for purposes such as operating expenses for the organization should be approved by the Associate Dean for Administration and Finance. Any contractual relationships with student organizations must be reviewed and approved in advance.

Speaker and Social Event Sponsorship:

Sponsorship of speakers and social events is appreciated and payments to student organizations or school departments for such expenses are permitted and do not need prior approvals.

University Policies:

The Tufts email system cannot be used by student representatives to advertise products or special promotions. Announcements of approved events or speakers may be approved by the Associate Dean for Clinical Programs for campus and email distribution. “Blast” emails originating from school offices (i.e. Student Affairs, Deans Offices) cannot have direct hyperlinks to commercial web sites that advertise products or services.

Marketing materials for distribution outside of Tufts cannot use the Tufts or Cummings School of Veterinary Medicine names or logos without prior written permission from the office of the Associate Provost. Student representatives cannot endorse products for the school, nor can they imply endorsement by the school of any products or materials.

Hiring a New Representative:

When a company asks a student representative to help hire his/her replacement, the representative should work with the Assistant Dean for Students to ensure that all eligible students are made aware of the opportunity.

School Contacts:

We encourage dialogue with student representatives and the corporations they represent to ensure a professional relationship with the school and those who work here. The Associate Dean for Clinical Programs should be the initial contact for the student representative when considering programs and/or product distribution other than pet foods. The Assistant Dean for Students can provide to student representatives information on past practices and help in distributing appropriate emails to the campus community. Dr. Lisa Freeman should be the first contact for those working with pet food companies, and Ms. Roxanne Beal when working on new initiatives with the pharmaceutical companies. Each of these people can be viewed as a resource should problems arise, and to help you prevent conflicts in scheduling or other activities requested by corporate sponsors.

Contact information:

Associate Dean for Clinical Programs: Dr. Steve Rowell; steve.rowell@tufts.edu, telephone X-88730

Associate Dean for Administration and Finance: Joseph McManus; joseph.mcmanus@tufts.edu, telephone X-84734

Assistant Dean for Student Affairs: Barbara Berman; barbara.berman@tufts.edu, telephone X-84725

Associate Director, Corporate and Foundation Relations: Roxanne Beal; Roxanne.Beal@tufts.edu, X-84867

Dr. Lisa Freeman; Professor, Department of Clinical Sciences (pet food company contact): lisa.freeman@tufts.edu, X-84523

(revised September 2008)