

UAF DVM Student Engagement Policy

The Veterinary Medicine program at the University of Alaska Fairbanks (UAF) in partnership with Colorado State University (CSU) acknowledges the potential benefit to students from collaboration with external entities. As such we welcome these partnerships and seek to create systems that are transparent, equitable, and sustainable, while prioritizing student interests.

This document and the requirements within are intended for students and groups seeking extracurricular student engagement especially through Lunch-N-Learn events, student club activities, and the establishment of student representatives. This policy is in addition to and does not supersede rules held by UAF.

Definitions

External Entity (EE) - a person, group, or organization that is not affiliated with either UAF or CSU and may include corporations, companies, private practices, healthcare vendors, government agencies, and non-profit organizations.

Healthcare Vendor - a company that produces or markets drugs, medical devices, nutritional products, or other healthcare products or services. Examples include pharmaceutical companies, medical supply companies, and pet food companies.

Student Representative - currently enrolled student working on behalf of an external entity to promote the organization or its affiliated services or products among the CSU veterinary student population.

Gift - free products or services. Affiliated gifts include those containing company logos such as pens, note pads, leashes, and apparel. Non-affiliated gifts are non-branded items such as food, I-pads, and gift cards.

Financial Topics – Financial topics include content related to personal or professional financial decision-making, including student debt, compensation, employment contracts, benefits, insurance, investing, retirement planning, and practice ownership or acquisition.

Process for Hiring Student Representatives – *All student hiring must be done through CSU, adhering to their DVM Student Engagement Policy as outlined in this section.*

External entities may choose to hire current students to serve as a liaison between the entity and the student body. Both parties are responsible for compliance to the established policy. Special attention should be directed at understanding rules for events, email communications, and gifts.

- Entities wishing to hire a student representative should contact the DVM Student Services Manager who will work with the SAVMA Corporate Sponsor liaison to facilitate this process which includes:
 - Completion of the [Student Representative Request Form](#).

- The form must be completed each time a new representative is hired
- Providing a job description with application instructions. The EE will select the student rep from received applications. CSU will not collect, review, or suggest students for employment.
- To promote equity in access, entities who do not intend to hire a student representative may work with the Associate Director for Veterinary Student Services who can assist with events and student communications.
- Upon hire, students must [register](#)

Events and Presentations

This section sets rules for all occasions where an external entity is delivering information or sponsoring an event for a group of current students. Common examples include presentations to clubs, lunchtime, or after-hours presentations to the larger student body, and recruiting events advertised through UAF sponsored channels.

- **All events and presentations require pre-approval which must be submitted at least 2 weeks in advance of the event.**
 - Exceptions may be made for extenuating circumstances at the discretion of the UAF DVM Student Engagement Coordinator and/or UAF DVM Program Coordinator.
- The requestor (usually a student representative, club representative, or external entity) will submit the request for approval by completing the [Student Engagement Event Request](#)
- Entities are limited to two events per semester.
- **Presentations on financial topics may be reviewed by the financial education specialist or UAF Student Engagement Coordinator. Sales or promotion of financial products or services are strictly prohibited. Financial presentations must not name or promote specific companies and should be limited to educational content.**
- Entities must disclose their affiliation and any potential conflict of interest before presenting related subject matter. Disclosure should be done verbally and noted in presentation materials.
- Presentations on animal healthcare topics must:
 - contain a literature/abstract update on research that has been published (or is pending publication) on the selected topic; when a specific product, brand or stance is discussed, the focus of the discussion should be on the science related to it.
 - not include overt comparison to competitor products, brands, or other work unless directly relevant to stated educational objectives and supported by peer-reviewed research.
 - organize material such that at least 80% of the presentation (40 minutes of a 50-minute lecture) describes etiology, clinical signs, diagnosis, treatment and/or prognosis of conditions relevant to any product or intervention discussed. Nonprofit, government, or service entities should similarly ensure that 80% of the presentation is based on data and is relevant to DVM student education.
 - not aim to sell specific products. Likewise, presentations by non-profit groups should not endorse any specific products or brands.
 - be presented by a veterinarian or research scientist when appropriate.

Gifts, Donations, and Sponsorships

The following guidelines cover gifts made to students and student run organizations with the goal of creating an environment where students have access to information without undue influence, bias, or the perception of such. Charitable donations made in collaboration with the University of Alaska Foundation or UAF Office of Development and Alumni Relations and those managed as part of curricular programming (e.g. Foundations or Professionalism courses) are outside the scope of this document.

Direct to Student Gifts

Entities commonly offer gifts to encourage event attendance. For the reasons noted above, the DVM program discourages this practice and instead emphasizes participation based on topic interest. As such:

- Entities are prohibited from providing non-affiliated swag, **including gift cards**, in excess of \$10 directly to students. Items with a monetary value of \$10 or less are permissible. Swag associated with the company such as a hat with the company logo, or a pen is permissible.
- Food may be provided at events but should have a value of less than \$40 per attendee. Gift cards for food are not permissible if they exceed \$10 in value.
- Drawings for items with a monetary value over \$10 are permissible if entries are not offered in exchange for providing personal information.
- See special guidelines below for donated products and/or services by healthcare vendors.
- **GIFT CARDS OR OTHER GIFTS CAN NOT BE OFFERED IN EXCHANGE FOR PROVIDING PERSONAL INFORMATION.**

Gifts to Clubs and Student Led Events

- Clubs and event organizers can accept donations, including monetary donations, from external entities; however, the donation will not confer special access to students. Clubs may acknowledge the donation verbally or through signage only. An exception to this is when an external entity buys space at a student sponsored event such as a booth.
- The student contact should ensure that the external entity has the correct mailing address and contact for donations. Checks that arrive without the appropriate donation contact or supplemental information may be delayed or returned to the sender.
- **Student clubs are encouraged to provide well-rounded educational programming for their members and seek speakers and sponsorship from multiple entities within their topic area.**

Donated Products from Healthcare Vendors

Healthcare vendors sponsoring clubs and student-led events through the donation or provision of non-pet food related products or services requires special approval from the UAF DVM Student Engagement Coordinator. This includes products for events such as heartworm testing, and microchips insertion.

- The sponsoring club or student event coordinator must complete the [Student Engagement Event Request](#). Distribution is contingent on approval by the UAF DVM Student Engagement Coordinator.
- As mandated by law, the distribution of prescription pharmaceuticals must be through a licensed veterinarian.

Use of CSU Listservs & UAF Cohort Mailing List

- Only approved student representatives may use the CSU listserv and/or UAF Cohort Mailing List to share information on behalf of an external entity
- Student representatives may use the CSU listservs up to three times per semester but may not use the listserv to share job or externship opportunities. Permitted uses of the listserv includes sharing information about approved events, provided they comply with established guidelines (e.g., appropriate approvals are in place, any stated gifts meet policy requirements, etc.)
- All job and externship postings must be submitted to the [official job board](#).

Use of Student Information

Prohibition on Unsolicited Student Information Sharing

Student representatives are strictly prohibited from collecting and/or sharing *unsolicited* student information, including emails, with external entities.

Request for Student Information and Limited Use

UAF acknowledges that *requesting* personal information directly from students is sometimes necessary for planning and hosting events (i.e. event sign up). Student information obtained in this manner should only be used for the immediate need related to the specific purpose for which it was requested. Any other use beyond the implied or stated purpose requires disclosure of intent and additional opt-in consent from the affected students.

Reporting Concerns

Concerns regarding inappropriate behavior or overly aggressive tactics should be reported using the [Vet Med Student Feedback Form](#).

Contacts

Name	Position	Contact Info.
Dr. Gregory Pietsch	UAF DVM Student Engagement Coordinator	gpietsch@alaska.edu
Maren Johnson	UAF DVM Program Coordinator/Office Manager	mjohnson46@alaska.edu

FORMS

[CSU Veterinary Student Representative Request Form](#) (completed by company seeking a student representative to initiate process)



[Student Representative Registration Form](#) (completed by student after hiring process is complete)



[Student Engagement Interest Form](#) (completed by students or external entities for all events delivering information that is advertised through CSU listserv and/or UAF Cohort Mailing List)



[Vet Med Student Feedback Form](#) (to be completed by students who wish to report concerning behavior)

