

Division of Agriculture
Policy and Management Guidelines Memorandum 95-3
Issued August 20, 1995

POLICY AND GUIDELINES MEMORANDUM

To: Unit Managers, DBCAFLS/AES

From: C.J. Scifres

Re: Use of University of Arkansas Name; Use of Arkansas Agricultural Experiment Station Name

Date: August 20, 1995

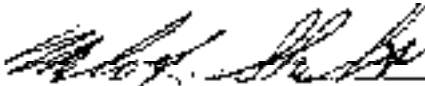
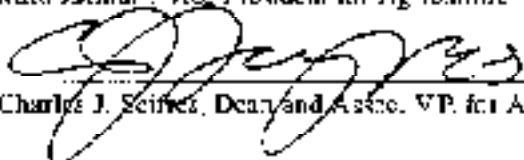
RATIONALE: The use of the University and/or the Arkansas Agricultural Experiment Station name for endorsement of proprietary products and interests is against University of Arkansas Board of Trustees Policy.

POLICY: University of Arkansas Board Policy 100.7 -- Use of University Name (adopted February 23, 1976):

The use of the name "University of Arkansas," "U of A," and similar terms by business firms, not connected officially with the University, is undesirable, and the Vice President for Finance and Administration of the University of Arkansas shall request such firms to discontinue the practice.

SUPPORTING Since the Arkansas Agricultural Experiment Station is part of the University, it will enforce Board Policy 100.7. Use of the Arkansas Agricultural Experiment Station (AAES) or abbreviations thereof (e.g., Experiment Station, AES, Station) by business firms, private enterprise and individuals not connected with the AAES is undesirable, and the Vice-President for Agriculture or the Associate Vice-President for Agriculture Research shall request such firms to discontinue such practice.

Approval

	<u>11-7-95</u>
Milo J. Shult, Vice President for Agriculture	Date
	<u>11-7-95</u>
Charles J. Scifres, Dean and Assoc. VP. for Ag - Research	Date