

2014

Ontario
Veterinary
College



[Policies and Procedures for the Student Representative Program]

**Ontario Veterinary College
Policies and Procedures for Student Representative Program
Office of the Associate Dean, Students
and the
Central Veterinary Students Association
March 2014**

Introduction

This document is a guide for student veterinarians and external organizations to help ensure that we maintain the professional relationships needed for dialogue among students, the College, and the various companies that seek access to our students, faculty and staff. We have developed these policies and guidelines to help student representatives and corporate sponsors set up programs in a manner that is consistent with our academic environment. Companies and organizations typically retain student representatives enrolled at the OVC to help promote their identity and to supplement curricular topics through evidence-based educational programming.

Benefits to the College

The College welcomes and encourages the collaborative ties that our student veterinarians have with our colleagues in the private sector. These activates are overseen jointly by the Associate Dean, Students and the Director of Advancement. The relationships serve as means for students to learn about the various industries and specialty organizations that serve veterinary medicine and foster bridges between students and the many companies and organizations that students will work with in the future. These relationships also provide: a breadth of evidence-based educational opportunities; exposure to a diversity of views presented with a scientific basis; help to student clubs to raise their profile and increase resources; fund-raising and sponsorship opportunities in the college; support of specialized interest student groups; networking opportunities with corporations and associations, other classes, and other students at other schools; increased educational opportunities, knowledge, and income for student representatives; support for general student activities in the college through donations, gifts in kind, etc; a means of informing students of scholarships and other opportunities provided by external groups; access to extramural opportunities such as conferences; and broader awareness of the industry.

Components of the Program

Product Distribution and Information - We are educating student veterinarians by, in part, instilling the need for good professional relationships among veterinarians, clients, and patients. To this point, medication of any kind provided by a company will only be distributed to OVC student veterinarians where there is a recognized veterinarian/client/ patient relationship. Other marketing items (toys, pens, pet collars, etc.) will only be distributed on campus by student representatives at Central Veterinary Students Association-approved events. Sale or resale of products provided by vendors is not allowed at OVC without prior written authorization from the Associate Dean, Students. Student representatives may place written product materials in student mailboxes only if requested by the students in question.

Talks by Corporate and Organization Speakers - Companies frequently provide company-affiliated personnel to speak to student veterinarians at OVC. All such speakers must be hosted

by a CVSA-approved club with a faculty advisor or the CVSA itself. This sponsorship ensures that these presentations are of interest to at least a segment of the OVC student population. The presentations should be educational in nature, balanced and limited to providing evidence on how products work and their place in veterinary practice. Criticism of another company's products or services is not professional and will result in a loss of speaking privileges for the offending company. Scheduling of speakers should be checked carefully to avoid conflicts with College programs and events. University and OVC events take precedence over corporate or other non-OVC sponsored events. Please refer to the SOP for student-run events posted at <http://ovc.uoguelph.ca/sites/default/files/users/e.lowenger/files/SOP%20Student%20Organized%20Event.pdf> for more information on events.

Student representatives of the sponsoring organization must take responsibility for the talk or other event from the initial planning stages right through until the event is finished and the room where the event was held is ready for use by the next group. These responsibilities include: ensuring that the quality of talks is not diluted due to many being presented which can cause booking conflicts; management of the talks through the CVSA website; ensuring that unsponsored (i.e. no club affiliation) talks do not occur; ensuring that requests for sponsorship from external organizations are coordinated so as not to make excessive requests; that, after a talk, the room is left the way it was found; guidelines are given to speakers as to format and content of talks; a general pre-screening of the talk's content by the sponsoring club is needed; a feedback mechanism is provided to the audience so that the quality of the presentation can be evaluated; limit of two e-mails used to advertise talks and events.

All refreshments for sponsored talks and activities must be ordered from University of Guelph Food Services through the OVC Cafeteria Manager. Clean up and trash collection need to be arranged in advance and is the responsibility of the student representative. If participants pay to attend the event, then a room charge will be levied against the sponsoring company or organization in order to cover maintenance costs of the room. 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.

Sponsorship of Student Organizations and Social Events - Student organizations cannot be exclusively sponsored by a single company. While a single company may be the only sponsor of an organization, no other company will be excluded from participating by the imposition of exclusive contractual agreements. Any contractual relationships between companies and student organizations must be approved by the Associate Dean, Students. Sponsorship of College-affiliated speakers and social events is appreciated, and payments to student organizations or College departments for such expenses are permitted and do not need prior approvals. However, the Alumni Advancement Manager for OVC should be notified when any form of sponsorship has been secured. Guidelines for soliciting sponsorship can be found in the SOP for student-run events posted at <http://ovc.uoguelph.ca/sites/default/files/users/e.lowenger/files/SOP%20Student%20Organized%20Event.pdf>. Forms related to funding requests can be found at <http://ovc.uoguelph.ca/dvm/student-life/clubs>.

Industry Day – This event, typically the first week of March, is the appropriate venue for various industries to provide information on their products/services. Industry Day is organized by a Phase 4 student and the CVSA Industry Representative. Invitations to participate are sent to

industry and student representatives in the fall semester. Student industry reps must assist in setting up the day, staff their industry's table, and assist in the take down of the event.

Communication

The University of Guelph e-mail system and the DVM student mailboxes are not to be used by student representatives or others to advertise products or special promotions. Announcements of approved events or speakers can be sent to the College's Communications Officer for posting on the College website. Websites referring to corporate entities cannot have direct hyperlinks to commercial web sites that advertise products or services. Marketing materials for distribution outside of OVC cannot use the OVC or University of Guelph names or logos without prior written permission from the Associate Dean, Students. Student representatives cannot endorse products for the school, nor can they imply endorsement by the school of any products or materials.

Management of the Program

In order to better manage the program, each student representative will provide the appropriate CVSA officer information about which company or organization she/he represents and contact information for the representative with which they work. This information will be forwarded to the Associate Dean, Students' office annually in September by emailing the Manager, Student Affairs. As a College, we value the privacy of every member of our community and we will not provide lists of names of students, faculty, or staff (including email lists, phone numbers, or any address information) to any outside entity for commercial purposes.

The procedure for the creation of a new industry representative position involves:

1. The industry contacts the Manager, Student Affairs (MSA) regarding their interest in having a student representative.
2. The MSA provides the industry with a copy of the Policies and Procedures for Student Representative Program document and ensures that the role of the student is understood.
3. The industry provides the MSA with a job posting detailing the industry's mission and the compensation for the student in the position. This job posting is then circulated to the appropriate class by email.
4. The industry collects applications and interviews the selected candidates. Selection of all industry reps should be done by the industry and not by students.
5. The industry must inform the MSA of their decision upon hiring a student.
6. The MSA informs the CVSA Industry officer of the new student rep.

College Contacts

In order to ensure a professional relationship with the College and those who work here, we encourage dialogue between student representatives and the organizations that they represent. The Manager, Student Affairs should be the initial contact for all questions and concerns about corporate or outside organizations/student relationships. The OVC Alumni Manager should be consulted when solicitation of sponsorship or funding of events or programs is contemplated.

Associate Dean, Students: Dr. Peter Conlon, pconlon@ovc.uoguelph.ca, 519-824-4120 (ext. 54413)

Manager, Student Affairs: Ms. Elizabeth Lowenger, lowenger@ovc.uoguelph.ca, 519-824-4120 (ext. 54430)

Alumni Advancement Manager: Mrs. Stefanie Sharp, ssharp03@uoguelph.ca, 519.824.4120 ext.54454