

## OSU CVM Practice and Industry Partners Policy

The Oklahoma State University College of Veterinary Medicine values the role that practice and industry partners play in the education, research, and extension mission of our programs. Furthermore, we understand the current nationwide shortage of veterinarians and the difficulty to recruit, hire, and retain veterinary practitioners. Thus, we seek to facilitate relationship building between our students and practice partners so that students have numerous choices and opportunities to find the best fit for employment. Our relationships are built on the highest ethical standards and consistent with the core values of our college: *Accountability, Communication, Integrity, Leadership, and Teamwork*.

At the OSU CVM, we utilize the following definitions to aid students in providing the best opportunities for interaction with our students:

1. **Industry Partners (IP)** – Manufacturers, services, and other vendors of pharmaceutical, medical, and veterinary medical devices and supplies, commercial products, and medical and veterinary medical testing companies and their employees, representatives, agents, and vendors.
2. **Practice Partners (PP)** - Any form of veterinary practice whether it be solo practitioner, multi- doctor practice, partnership, multi-practice group, or corporate practice whose primary purpose is to engage students regarding employment opportunities.

Participation in the IP or PP program requires a completed application, approval by the Office of the Associate Dean for Academic and Student Affairs, and a **non-refundable payment of \$1000 from the Partner to the College**. Industry and Practice Partners **must have active/paid status** within the Program to organize presentations for our students within the CVM, gain access to OSU DVM students within the umbrella of the CVM, or hire OSU DVM students as Ambassadors to market their companies within our College.

Applications are due by August 31<sup>st</sup> each year to receive a full year of membership in our Program. In this application, your organization will be asked to provide the following information:

- Name and contact information for the regional representation to OK State
- Organization Website, physical address, phone number
- A brief description of the nature of your organization and primary goals for interacting with our DVM students
- Preference for assistance in identifying a student ambassador or not
- Name and contact information of Ambassador(s) if known
- Description of expectations, number of sponsored activities, and time commitments to activities by your Ambassador(s) as well as confirmation that you will compensate the Ambassador for their time

**Industry Partners Program (IPP)** - Any industry partner (defined above) desiring a Student Industry Ambassador and/or interaction with veterinary students within the context of the CVM must follow the program requirements outlined below:

1. Interested Industry Partners must apply for the IPP through the Office of the Associate Dean for Academic and Student Affairs (ADASA). A link to application is available here: [Practice Partner & Corporate Partner Program Application](#). The application deadline for a full year of partnership is August 31<sup>st</sup>. Applications can be submitted at any time throughout the year with approvals quickly following (usually within one week), however rates will not be pro-rated and partnership will all expire at the August 31<sup>st</sup> deadline
2. Within the application, the IP will delineate the expectations and time required for the DVM Student Industry Ambassador, how the Student Ambassador will be compensated, and the educational value the relationship will bring to the CVM (see application description above).

3. Student Industry Ambassadors must:

- a. Maintain a semester and cumulative GPA of 2.6.
  - b. Notify the ADASA's office and Student Services of their employment, immediately notify the ADASA of any change in position, and keep current contact information for the IP contact.
  - c. To avoid conflict of interest, a student may serve at a maximum of one IP and one PP at any one time.
  - d. Serve as a liaison between the IP, the student body, and CVM administration including communication for educational activities, order, delivery, and clean-up of food/drinks/snacks, and strict adherence to the college calendar and guidelines from Student Services related to time and room reservations for industry sponsored events.
  - e. Failure to follow these requirements will result in the removal of the Student Industry Ambassador and/or suspension of activities for the IP for the remainder of the calendar year.
4. Although compensation for the Student Industry Ambassador must be disclosed, the level of compensation is an agreement reached between the student and the IP; the CVM is not held liable for any issues arising from the business relationship between IP and DVM student.

The primary educational opportunities for IP are through presentations/facilitated discussions to student clubs or the student body. Requirements for the presentations are as follows:

1. The presentation must be requested by the Student Industry Ambassador and include details on the topic (if known), presenter (if known), affiliation, and the requested time/date/location. Requests are made by completing the forms available through Canvas Learning Management System within the CVM Student Resources Course (Form titled "Event Request Form") as well as a "TV Graphics Submission" Form to initiate marketing on the digital monitors. If topic and presenter is not known at the time of request, it must be finalized through resubmission of an additional "TV Graphics Submission" Form at least two weeks prior to presentation date.
2. Requests must be made at least 2 weeks before the requested presentation date.
3. Presentations must be balanced and absolutely restricted to evidence-based information.
4. Presentations in time and content must be 90% educational with no more than 10% related to specific product(s) produced by the company.
5. Presentations may include food/beverage (non-alcoholic) – cost for such is the responsibility of the IP.
6. Any gifts, swag, or "goodie bags" must not exceed a value of \$30.00 per individual student. Single gifts that are dispersal (i.e., random drawing for \$100.00 gift card) are permissible. However, larger gifts may not include greater than \$30 of company products.
7. You can opt in for video recording of these presentations for future use within the OSU CVM or for students not able to attend the presentation time.

Additionally, any IP with active status will be granted a booth at the OSU CVM Fall Conference Career Fair at no charge if they are recruiting a DVM or DVM student for any positions within their organization.

**Practice Partners Program (PPP):** Any practice partner (defined above) desiring a Student Practice Ambassador and/or interaction with veterinary students within the context of the CVM must follow the program requirements outlined below:

1. Interested Practice Partners must apply for the PPP through the Office of the Associate Dean for Academic and Student Affairs (ADASA). A link to application is available here: [Practice Partner & Corporate Partner Program Application](#). The application deadline for a full year of partnership is August 31<sup>st</sup>. Applications can be submitted at any time throughout the year with approvals quickly following (usually within one week), however rates will not be pro-rated and partnership will all expire at the August 31<sup>st</sup> deadline
2. Within the application, the PP will delineate the expectations and time required for the DVM Student Practice Ambassador, how the Student Ambassador will be compensated, and the educational value the relationship will bring to the CVM (see application description above).

3. Student Practice Ambassadors must:

- a. Maintain a semester and cumulative GPA of 2.6.
  - b. Notify the ADASA's office and Student Services of their employment, immediately notify the ADASA of any change in position, and keep current contact information for the PP contact.
  - c. To avoid conflict of interest, a student may serve at a maximum of one IP and one PP at any one time.
  - d. Serve as a liaison between the PP, the student body, and CVM administration including communication for educational activities, order, delivery, and clean-up of food/drinks/snacks, and strict adherence to the college calendar and guidelines from Student Services related to time and room reservations for industry sponsored events.
  - e. Failure to follow these requirements will result in the removal of the Student Practice Ambassador and/or suspension of activities for the PP for the remainder of the calendar year.
4. Although compensation for the Student Practice Ambassador must be disclosed, the level of compensation is an agreement reached between the student and the PP; the CVM is not held liable for any issues arising from the business relationship between PP and DVM student.

The primary educational opportunities for PP are through presentations/facilitated discussions to student clubs or the student body. Requirements for the presentations are as follows:

1. The presentation must be requested by the Student Industry Ambassador and include details on the topic (if known), presenter (if known), affiliation, and the requested time/date/location. Requests are made by completing the forms available through Canvas Learning Management System within the CVM Student Resources Course (Form titled "Event Request Form") as well as a "TV Graphics Submission" Form to initiate marketing on the digital monitors. If topic and presenter is not known at the time of request, it must be finalized through resubmission of an additional "TV Graphics Submission" Form at least two weeks prior to presentation date.
2. Requests must be made at least 2 weeks before the requested presentation date.
3. Presentations must be balanced and absolutely restricted to evidence-based information.
4. Presentations in time and content must be 90% educational with no more than 10% related to specific marketing of the Partner Practice.
5. Presentations may include food/beverage (non-alcoholic) – cost for such is the responsibility of the PP.
6. Any gifts, swag, or "goodie bags" must not exceed a value of \$30.00 per individual student. Single gifts that are dispersal (i.e., random drawing for \$100.00 gift card) are permissible. However, larger gifts may not include greater than \$30 of Practice-specific products.
7. You can opt in for video recording of these presentations for future use within the OSU CVM or for students not able to attend the presentation time.

In addition, any PP with active status will be granted a booth at the OSU CVM Fall Conference Career Fair at no charge if they are recruiting a DVM or DVM student for any positions within their organization.

### **Marketing of IP/PP Events and Opportunities**

Through this Partnership, OSU CVM will support the marketing of any approved events through the usage of our digital monitors within the Roger J. Panciera Classrooms. Student Industry and Practice Ambassadors will be permitted to post or market events within approved spaces of McElroy Hall and the Veterinary Teaching Hospital. Student Industry/Practice Ambassadors must request and supply content for digital signage to the OSU CVM Communications Team.

Additionally, Student Industry/Practice Ambassadors can provide offers, incentives, and student benefit program information within the "Industry and Practice Partnership Benefits for OSU DVM Students" module on within the CVM Student Resources course on Canvas.

### **Organization and Distribution of Funds from the IP and PP Program to OSU DVM Students**

This Standard Operating Procedure outlines the process for the distribution of funds generated from the OSU CVM Practice and Industry Partner Program and defines the roster and function of the committee assigned to oversee distribution of funds.

The **Practice and Industry Partner Fund Distribution Committee** is comprised of the following:

1. The Associate Dean of Academic and Student Affairs
2. The President of the Student Chapter of the American Veterinary Medical Association
3. The Administrative Assistant to the ADASA (who will also serve as Manager of this Program)
4. The Manager of Student Services
5. A representative from the business office (non-voting)

#### **Procedure for Distribution of Funds:**

1. The Office of the ADASA will distribute a call for proposals within the first month of the fall and summer terms each academic year. Proposals will be encouraged from any student or student groups for projects that are student-centered and may include focus areas such as clinical education, professional development, student wellbeing, or physical improvements to the CVM. Proposals to sponsor events characterized entirely as social will not be funded. Proposals completed in full and received by the provided due date to be considered.
2. Upon closure of the proposal deadline, the Administrative Assistant to ADASA will distribute all completed proposals to the Committee for consideration. Each committee member will be asked to rank the proposals prior to attending an in-person meeting to discuss the proposals and reach consensus. Proposals may be funded in part or in full dependent on available funds and committee consensus.
3. Preference for ranking will be given to proposals that clearly align with the vision and mission of the CVM, proposals with established matching funds, proposals with broad impact and reach throughout the student body. Proposals should not be funded in lieu of existing/purposed funding streams.
4. Proposals and plans for funds will be approved by the representative from the OSU CVM Business Office to ensure they are within the guidelines.
5. Notice of Awards will be communicated as soon as finalized. Distribution of funds is the responsibility of the CVM Business Office with assistance from the Office of the ADASA.
6. The Office of the ADASA will work with the Communications Team to share updates on completed projects to the CVM faculty, staff, and students as well as the Industry and Practice Partners.

#### **Funds may be utilized for the following:**

- Student wet labs, workshops, or other veterinary experiences organized outside of DVM courses
- Student wellbeing initiatives (no food or drink)
- An invited guest speaker for an approved topic that benefits the development of DVM students
- Support for OSU CVM student organization initiatives
- Student travel when representing OSU CVM at an official conference/meeting/clinical experience
  - Travel can only be covered with submission of an approved travel request per individual traveling
  - All policies surrounding travel within OSU will apply
  - Requests must be submitted on time
  - If flights or hotel are part of the fund distribution, it is possible for OSU to cover those costs up front if the policies are followed
- Facility requests that support student spaces in the CVM (these remain OSU property and must be on site)

#### **Funds may not be utilized for the following:**

- Purchasing food or drink
- Purchasing gift cards
- Purchasing any clothing
- Direct reimbursement to a student organization (we cannot distribute funds directly to a private bank account belonging to a student organization)
- Anything that does not positively affect OSU DVM students
- Anything that does not align with the core values of the CVM

**Timing for Proposals:** Please plan to submit a proposal one semester prior to the anticipated date of the event or distribution of funds.

*Program details submitted by Dr. J.W. Ritchey, August 8, 2022.*

*Revised by Dr. J.M. Rudd, July 9, 2025.*