INDUSTRY STUDENT REPRESENTATIVE GUIDELINES

I. OVERVIEW OF THE INDUSTRY STUDENT REPRESENTATIVE POSITION
   A. The Industry Student Representative (hereinafter will be referred to as “ISR”) position will be regulated according to the guidelines established by the UW-Madison, SVM. Whereas governing of the ISR position including student selection into the position, involvement, compensation, and functionality will be regulated by the Executive Officer Board of the Chapter and described herein Article 14 and its subsequent sections.

II. DEFINITIONS, ABBREVIATED, ASSOCIATED WITH THE INDUSTRY STUDENT REPRESENTATIVE GUIDELINES (ADAPTED FROM THE DECEMBER 2016 EDIT OF THE UW-MADISON, SVM “INTERACTIONS WITH INDUSTRY” GUIDELINES)
   A. Student: All individuals registered with the UW-Madison’s Office of the Registrar and who’s Academic Program is designated as “Doctor of Veterinary Medicine” (hereinafter will be referred to as “DVM”), as defined by Section IIA of the SVM’s Academic Standards and Associated Procedures for The Doctor of Veterinary Medicine Degree Program. This hereby excludes interns, residents, dual-degree students, and veterinarians completing continuing education from partaking in and/or accepting the ISR opportunity.
   B. Faculty and Staff: All individuals holding employment at the SVM.
   C. Industry or Industry Representatives: Manufacturers, servicers, 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.
   D. Gifts and services to faculty, staff and students: Gifts and services to faculty, staff, individual students and student organizations include any item or service of value and include, but are not limited to, pens, food and beverages, back-packs, items of clothing, books, sporting/concert tickets, etc.

III. UW-MADISON, SVM GUIDELINES TO EMPLOYMENT AS A(N) INDUSTRY STUDENT REPRESENTATIVE
   A. The following information are direct excerpts from the December 2016 edit of the University of Wisconsin-Madison, School of Veterinary Medicine “Interactions with Industry”:
      1. “Student representatives: Students or trainees may not be employed by a company to serve as their representative; they can serve as a representative if it's an unpaid position. If a company is interested in presenting an educational seminar to DVM students, companies can contact leadership from specific student organizations through the Chapter or through the Office of Academic Affairs to identify appropriate venues or club meetings.”
      2. “Financial support of educational programs: Industry and industry representatives with an interest in the financial support of SVM courses and programs are encouraged to do so through contributions to a general educational enhancement fund. Such contributions will be made through the University of Wisconsin Foundation and recognized through a written acknowledgement of the company in materials regarding the fund. No company may have the ability to deny participation by any other company or organization, nor may they stipulate the specific use of the funds. Company logos can be used to acknowledge the donation and support of these companies at the educational program.”

IV. SVM GUIDELINES TO ISR ELIGIBILITY
   A. To be eligible for the ISR opportunity, students must adhere to the following:
      1. Must be a concurrently enrolled student in the DVM program as defined by the Policies, Guidelines, and Standards for DVM Students at UW School of Veterinary Medicine.
2. Must meet the minimum academic requirements, as outlined and defined by the Policies, Guidelines, and Standards for DVM Students at UW School of Veterinary Medicine
3. Each eligible student may only act within the ISR role for (1) designated for-profit-commercial entity of a specific category (i.e. a student may not act as an ISR for both Purina and Hill’s)

V. Industry Communications With Students Of The SVM
A. Industries seeking to establish communications with the SVM should be directed to the Office of Academic Affairs (henceforth will be referred to as “OAA”).
B. If the initial contact for an industry is to establish a student representative program or other student-related programs within the SVM, then send those documents in the initial email as well and they will be reviewed by the SVM’s OAA. Those documents, at minimum, should include:
   1. Written information including expectations for time required for the student,
   2. How the student will be compensated
   3. What legitimate educational value will this relationship bring to the SVM
C. Any UW-Madison, SVM registered list serve information shall not be shared with or distributed to any corporate entities and/or their associated constituents
D. Any written agreements between a for-profit corporate entity and an individual student or student organization must be approved by OAA, and any other parties deemed appropriate by the aforementioned SVM affiliated entities
E. All industry-sponsored activities, whether on campus or off campus, must abide by SVM and UW-Madison’s rules and regulations. It is the responsibility of the student representative to guarantee that all activities meet appropriate guidelines
F. The selection of the student to fulfill the role of an ISR for any labeled entity must be open to the entire student body population. However, charitable entities may elect to have their current ISR provide recommendations of their successor so long as the successor fulfills the criteria set forth by these bylaws.
G. Companies are allowed to have their own application processes for the ISR position. However, the currently employed ISR must announce and facilitate the communications with the student body while the Industry/Company Representative selects the students who will either occupy or interview for the available ISR position.

VI. Corporate/Company-Owned Veterinary Clinic ISR
A. Veterinary Clinics that are owned by a parent company or industry may elect to have ISRs at the School of Veterinary Medicine
B. To initiate communications, corporate/company or clinic representatives should refer to the guidelines outlined in Attachment Section 5.06
C. Corporate/Company-Owned Veterinary Clinics are permitted to sponsor lunchtime seminars, wet-labs, and other educational and non-educational events; however, these events must be approved by the Chapter President and/or President-Elect prior to their announcement to the student body
D. Corporate/Company-Owned Veterinary Clinics are only permissible so long as:
   1. Their parent for-profit corporate/company entity’s name, logo, or branding does not impose itself onto the SVM’s student population
   2. The Veterinary Clinic operates as a separate and distinct business from their parent company

VII. ISR Responsibilities and Outside Entity Sponsorship
A. ISRs are required to host a minimum of one (1) seminar and/or wet-lab per academic year. These seminars and/or wet-labs must act to support the SVM’s veterinary curriculum and promote the advancement of the student body’s education.

B. The seminars and/or wet-labs can utilize the company’s logo on any printed documents;
   1. If food will be provided, the company/industry can directly pay for the food;
      a) If a guest speaker is invited, then their presentation must be sent to the Associate Dean for Academic Affairs prior to the established presentation date.
   2. Any supplies for the wet-lab must be expressly donated to the Chapter which should be mailed/delivered to the UW-Madison, SVM;
   3. Presentations to the student body by corporate entities must be balanced and limited to evidence-based information.

C. ISRs are responsible for interacting with the student body and providing information regarding lunches, lunch speakers, etc. They must adhere to the college calendar system and are not excused from any classroom activities unless approved by the Associate Dean for Academic Affairs or the course instructor. If food or drinks are served, the ISRs are responsible for clean-up and trash collection.

VIII. ISR COMPENSATION GUIDELINES
A. As set forth by the December 2016 edit UW-Madison, SVM “Interactions with Industry” guidelines, a student may only serve as a representative if the position is unpaid. To ensure that such support does not inappropriately influence educational content, Industry support of student education shall most appropriately be provided as a donation to a general educational enhancement fund that is specifically used to advance the SVM student body educational experience. Henceforth, all financial support must be for unrestricted support of student scholarships or for the unrestricted support of educational programs. If any Industry offers monetary payment to the student fulfilling the ISR role, then the Industry can donate or sponsor any and all monetary payments directly to the Chapter.

B. Additionally, no single Industry shall have the ability to deny participation by any other organization (either competitor Industry entities or other organizations of any kind), nor stipulate the use of the funds. Funds shall be reserved for unrestricted support of student scholarships and/or for the unrestricted support of programs to enhance the educational experience of the SVM’s student body.

IX. PROHIBITED ACTIVITIES OF COMMERCIAL ENTITIES AND ISRS WITHIN THE UW-MADISON, SVM
A. In order to reduce the incidence of violating the December 2016 edit of the UW-Madison, SVM’s “Interactions with Industry” policy, commercial entities and IRCs acting on behalf of any Industry or commercial-for-profit entity are hereby prohibited from:
   1. Distributing any company/industry pharmaceutical, nutraceutical, technology, or any other products within the UW-Madison, School of Veterinary Medicine and its affiliated medical facility, the Veterinary Medical Teaching Hospital
   2. Accept any “Gifts” from industry/companies which would be intended to be given to faculty, staff and/or students
   3. Industries shall not provide financial contributions that entail direct attribution to a single commercial company of a gift to a UW Health Sciences School for non-educational student events other than normal recognition activities that may be conducted in partnership with the student organizations at the SVM.
4. Students are not permitted to directly market any commercial products to other students, staff, or faculty on University property or using University resources. The direct dissemination of product materials to any student mailboxes, College bulletin boards, or through the University email system is prohibited.

5. Product advertisements from any Industry will not be allowed in or at the entrances to lecture halls or laboratory spaces.

X. **Commercial Entity and ISR Written Agreement**

A. Both the Industry/for-profit entity and the individual ISR will be required to sign a written agreement that acknowledges:

1. The student’s understanding that the ISR position primarily functions to enhance their networking experiences and abilities and that no compensation, of any form, will be attributed to their employment as an ISR.

2. No forms of compensation will be directly attributed nor publicized from the industry/for-profit entity directly.

3. The entity’s understanding that any form(s) of compensatory payment that was originally agreed upon will be donated by the conclusion of the period specified in the original entity-student contract of employment.
   a) If monetary compensation was originally agreed upon, then the funds will be allocated to a “General Education Funds” pool and will only be used to benefit the SVM Student Body’s access to educational opportunities and experiences. These funds will, in no way, be attributable to any one (1) industry and will be represented on any, and all, advertisements.
   b) If the form of compensation is not monetary and/or is abstract in value, then all items and/or materials associated with the compensation should be emailed, mailed, and/or delivered and addressed to the SAVMA Chapter at UW-Madison.

4. The student and employing entity’s understanding that their employment within the ISR position is governed by the OAA and, as such, the position and the relationship between the employing entity and the SVM can be severed due to the violation of the UW-Madison, SVM’s December 2016 edit of the “Interactions with Industry” Policy and/or the violation of the policies and guidelines outlined within this Article and its sections.

5. The student’s understanding that the violation of the policies and guidelines outlined in this attachment will result in immediate penalization as described in Attachment Section 5.10.

6. The entity’s inability to directly communicate to the SVM Student Body; all communications must solely be via their respective ISR and/or partnering organization. Any communication with students who does not fulfill the aforementioned roles, will result in disciplinary actions deemed appropriate by the SVM’s Associate Dean for Student Academic Affairs.

7. The communication of any entity’s desire to employ an SVM student as an ISR will be mediated through the OAA and communication of any entity’s selection of a student as an ISR shall be sent via email to the OAA.

8. Failure to communicate pre-selection, post-selection, and post-student reception of the ISR position will result in the position’s invalidation and non-recognition. Employing entities may elect to repeat the process of initiating communication with the Office of Academic Affairs; however, the employing entities must allow for the position to be accessible to all eligible students.

XI. **Consequences of Non-Compliance**
A. If a student representative does not adhere to the guidelines for student representatives, they will be placed on one year of probation, with monitoring by the OAA. If during the year of probation, he or she does not adhere to the guidelines, the OAA will contact the company sponsor and inform them that the student representative will need to be replaced. The student in question would lose their employment as an Industry Student Representative.