# Standards for Mail and Mailing Lists For County/District Extension Offices

Mail or email that is sent with federal, state or county tax sources should reflect the educational mission of K-State Research and Extension. The following standards are intended to address questions that may arise about the appropriate use of mail, email and mailing lists:

1) Mailing lists, including email list-servs, maintained in the local office are for the sole purpose of furthering the educational mission of K-State Research and Extension and should not be furnished to any other person(s), firm, association or agency unless directed or approved by the Director of K-State Research and Extension.

2) See the K-State Research and Extension Communication and Style Guide for the format for stationery, enclosures and newsletter panels.

3) Enclosures or business cards should be included with any educational information that is mailed without accompanying letterhead. This will insure that the recipient knows how to contact the individual sending the information.

4) Program assistants may, at the discretion of the local unit director and other agents, co-sign stationery but the agent to which the assistant reports, must also sign. In the case of an office with no agent, the office professional and/or program assistant will be authorized to sign letters.

   Extension board chairs may sign letters regarding extension board business.

5) The appropriate format for signing a letter is:
   Signature
   County or District Extension Agent,
   or County or District Extension Director

6) When trade or brand names must be used in a newsletter or publication, an appropriate disclaimer should be included.

   An example of a suitable disclaimer is “The information given herein is supplied with the understanding that no discrimination is intended and no endorsement by K-State Research and Extension is implied.”

7) Correspondence regarding social or recreational activities related to K-State Research and Extension’s mission may be mailed with K-State Research and Extension letterhead, envelopes and postage. Examples would include a 4-H skating party, recognition for a resigning/retiring staff member, etc.

8) Letters soliciting donations for fair awards, trips for 4-Hers, etc can be mailed on K-State Research and Extension stationery if the award, trip or event is related to the educational mission of K-State Research and Extension.

9) Established organizations and coalitions with whom K-State Research and Extension collaborates should use their own financial resources to purchase stationery and postage to correspond with their membership about the organization’s business. Examples would include fair boards and livestock associations.

   Information regarding 4-H events at the fair are part of K-State Research and Extension’s educational mission and may be mailed on letterhead.

10) Advertising for commercial businesses may not be mailed with K-State Research and Extension letterhead and postage. Likewise, advertising for businesses should not be emailed to KSRE list servs. A list of several commercial resources that are related to K-State’s Research and Extension mission could be included in a letter with the disclaimer statement (See # 6).

11) Personal messages that are not related to the educational mission such as holiday or birthday cards, wedding invitations, etc should not be mailed in K-State Research and Extension envelopes or with K-State Research and Extension letterhead and postage.