

University of Illinois Extension
 Communications Best Practices
 Required Statements



Updated March 2024

Extension was authorized by the passage of the Smith-Lever Act in 1914. The federal law established the Cooperative Extension Service to be administered through each state's land-grant university. In Illinois, Extension operates through the College of Agricultural, Consumer and Environmental Sciences at University of Illinois Urbana-Champaign.

Funding for Extension includes federal funds and grants, state funds and grants (through the Illinois Department of Agriculture), local municipalities (both allocations and tax

levies), and private donations. With this complex funding structure comes specific requirements for transparent acknowledgment of affiliations, as well as adherence to all non-discrimination and accessibility policies of the federal and state governments and the university.

This chart outlines w approved language for each required statement. Be sure to check out the specific requirements for common Extension products following the chart.

Statement type	Approved language	Details about using the statement
ADA Statement A <i>For in-person and virtual events, workshops, and classes.</i>	If you need a reasonable accommodation to participate, please contact the event coordinator. We suggest you also include: Early requests are strongly encouraged to allow sufficient time to meet access needs.	Commonly referred to as the accommodation statement. If you have questions about how to respond to a requested accommodation, contact Camaya Wallace Bechard . This is typically included near registration details.
ADA Statement B <i>For online learning courses</i>	If you experience any problems accessing or receiving the information in this course, or have feedback on the design, please email extension@illinois.edu for assistance.	This notice will be embedded with all Extension Online Courses. For language to promote an online learning experience, use the ADA Statement A, listed above.
Cooperating Statement	University of Illinois, U.S. Department of Agriculture, Local Extension Councils Cooperating.	Required on all print or digital documents and presentations, usually with the Equal Employment Statement. This statement is included in the official Extension video bumper which can be found on the CommIT website.
Equal Employment Opportunity Statement	(For print) University of Illinois Extension provides equal opportunities in programs and employment.	Required on all print or digital documents usually with the Cooperating Statement. This statement is included in the official Extension video bumper which can be found on the CommIT website.
Funding Source Restrictions <i>For use with Smith-Lever funds</i>	Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the US Department of Agriculture by the Director, Cooperative Extension Service, and University of Illinois.	When Smith-Lever funds are used for printing, this statement should be included in the document. It is typically included in the footer of the last page with the Cooperating Statement and the Equal Opportunity Statement. Other types of funding, such as grants and contracts, may have their own restrictions on the use of funds. It is up to grant recipients to ensure language compliance.
Copyright for Educational Content	©2024 University of Illinois Board of Trustees. For permission to reprint, revise, or otherwise use, contact extension@illinois.edu .	Use this on educational materials, including publications, training guides, and presentations. Marketing materials do not need the copyright notation, except for branded or trademarked creatives. The date should advance each year.

Statement type	Approved language	Details about using the statement
Press Release Boilerplate	ABOUT EXTENSION: Illinois Extension leads public outreach for University of Illinois by translating research into action plans that allow Illinois families, businesses, and community leaders to solve problems, make informed decisions, and adapt to changes and opportunities.	<p>Include with all media releases. Typically included as the final paragraph of a release.</p> <p>May also be used in other settings where you need a simple, straightforward summary of Illinois Extension and our portfolio of work and programs.</p>
Physical Address	(insert your county's) Physical address, phone, email	To comply with the CAN-SPAM Act, a physical address is required for all digital newsletters. Include the contact information for the office someone would reach out to with questions, which could be a local, regional, or state office.
College Affiliation	College of Agricultural, Consumer and Environmental Sciences	Required on all Extension publications, documents, videos, websites, and merchandise. It may appear anywhere in the document. See Extension Branding and Wordmark Best Practices Guide for more info.

Brand Elements	Block I Logo	Extension Name	Wordmark
The following branding components are typically included in most Extension materials. They are listed here for ease of reference.			

Use Cases: These use case examples highlight which statements are required for common Extension materials.

Promotional Flyer | Marketing Brochure

- Extension wordmark
- ACES College affiliation
- Cooperating statement
- Equal opportunity statement
- ADA statement A (if promoting a meeting, event, or webinar)
- Contact information

Social Media Marketing

- Block I logo
- Extension Name

Video (all items included in the official Extension video bumper)

- Block I logo
- Extension Name
- ACES College affiliation
- Cooperating statement
- Equal opportunity statement

Print Newsletters

- Extension wordmark
- ACES College affiliation
- Cooperating statement
- Equal opportunity statement
- ADA statement A (if promoting a meeting, event, or webinar)
- Contact information

E-newsletter

- Extension wordmark
- ACES College affiliation
- Cooperating statement (typically a link in footer)
- Equal opportunity statement (typically a link in footer)
- ADA statement A (if promoting a meeting, event, or webinar)
- Physical address of the office sending the newsletter
- Copyright statement (if including educational content)

Print Curriculum | Educational Publications

- Extension wordmark on the cover of the publication
- ACES College affiliation
- ADA statement B (if course permanently housed online)
- Copyright statement
- Cooperating statement
- Equal opportunity statement
- Smith-Lever statement (if applicable)

Powerpoint

- Block I logo
- Extension Name
- Copyright statement
- Cooperating statement
- Equal opportunity statement
- ADA statement B

Website

- Cooperating statement (typically a link in footer)
- Equal opportunity statement (typically a link in footer)
- Web Privacy Notice (typically a link in footer)