

Revenue Generation Guidelines for Regional Programs Involving ANR Field Specialists

I. Programs Involving Internal Partners: Refers to ANR programs that involve County Extension Offices, State Specialists, Outlying Research Farms, Corn and Soybean Initiative Partners, other ISU Extension program units, and USDA agencies. Two revenue generation categories apply to programs when working with these partners.

A. Public Good – classifies those programs or services offered to a broad audience and where the content delivered has broad appeal. These programs would be offered at no charge. Program examples include emergency drought response, Farm Bill education, and market news.

B. Combination Public/Private Good – classifies those programs or services that are highly targeted and context specific. These programs or services would be offered at a charge to cover direct program expenses plus a proportion of personnel and travel costs. Program examples include building proficiency skills in risk management and production management and farm business succession.

II. Charges for Regional Programs Involving Internal Partners: ANR Field Specialists may charge internal partners for combination public/private good programming as follows:

A. Option 1 (preferred) – To promote equity between counties when traveling and consistency in the development of program fees within regions, a flat fee of \$100 per ANR Field Specialist may be charged per event/activity regardless of the location in the ANR Field Specialist's assigned counties.

B. Option 2 – For specific ANR Field Specialist led programs within a specialist's assigned counties, registration fees to cover direct program expenses plus a proportion of personnel and travel costs can be calculated with greater precision through use of the Revenue Generation Worksheet located at:
<http://www.extension.iastate.edu/extensionfinance/revenue.htm>.

III. Charges for Out-of-Region Programs Involving Internal Partners: Due to having specific subject-matter or programming expertise, ANR Field Specialists may be asked from time to time to deliver programs outside their assigned counties. For combination public/private good programming, they may charge internal partners actual travel expenses, including hotel and meal expenses according to University policy and rates. Internal partners are not charged speaking fees.

IV. Programs Involving External Clients: Refers to ANR programs involving a specific individual, group, business, or corporation where ISU Extension does not have a partnership agreement. Two revenue generation categories apply to programs when working with these clients.

A. Private Good – classifies those programs or services designed for a specific individual, group, or business. The benefits accrue primarily to an individual or narrowly defined group.

Fees may be charged to cover direct program expenses and all personnel and travel costs. Examples include contracted training for employees of an agribusiness company and presentations given to a specific narrow association or organization.

B. Private Good Consulting – classifies one-on-one consulting services provided to a specific individual, group, or business. The benefits accrue to an individual or narrowly defined group. An initial number of consulting hours may be offered at no charge, and a fee to cover direct program expenses and all personnel and travel costs may be charged over the no charge maximum number of hours. An example would include intensive consulting provided to an individual business or company,

V. Charges for External Clients: ANR Field Specialists may charge external clients for private good programming as follows:

- 1) Actual round-trip travel expenses incurred according to University policy and rates.
- 2) For overnight stays, actual hotel expenses and meal expenses according to University policy and rates.
- 3) A mutually agreeable speaking fee negotiated with the external client to cover part or all of the personnel expenses incurred in preparation, travel status, and delivery.
- 4) Actual expenses associated with producing meeting materials or purchasing publications.

VI. Exceptions: Manure Applicator Certification has salary support and current expense built into this specially funded program. Pesticide Applicator Training charges participants a standard fee to cover salary support and current expense, including some ANR Field Specialist travel. Therefore, no additional fees are charged for delivery of these program activities

ANR Field Specialists may have travel funding available from various sources (e.g., grants, budgeted resources, etc.) and may waive the travel and overnight charges for internal partners and external clients; however, this arrangement must be coordinated in advance of the program activity.

VII. Budget Worksheet: ANR Field Specialists are encouraged to use the Revenue Generation Worksheet located at <http://www.extension.iastate.edu/extensionfinance/revenue.htm>. It provides a starting point for developing a budget to determine the mix of financial resources required to support program activities.

Effective: August 1, 2009