

Our Name Change FAQs

What is our new name?

Our new name is officially “the University of Tennessee Extension.”

What about use of the word “the” in our name?

“The University of Tennessee Extension” is technically correct. However, in using our name, we should generally say or write “University of Tennessee Extension” or “UT Extension” — without using “the.” Use UT’s full legal name (The University of Tennessee) in display text, as on a cover or in a heading. In running text, where sentences are grouped in paragraphs, “University of Tennessee Extension” and “UT Extension” are preferred.

In news stories, use “University of Tennessee Extension” in first reference, then “UT Extension” in later references.

When did the name change take effect?

The name change officially occurred July 1, 2004.

How should I answer the telephone in my county office?

“UT Extension, XXXX County office...”

“UT Extension, this is Joe Person...”

“University of Tennessee Extension, XXXX County office...”

“University of Tennessee Extension, this is Jane Person...”

(In counties with TSU programs, the following would be appropriate:

“UT-TSU Extension, XXXX County office...”)

For telephone answering machines and voice mail: “You have reached the UT Extension office in XXXX County...”

(In counties with TSU programs, “You have reached the UT-TSU Extension office in XXXX County...”)

When do I capitalize the word Extension in my text documents?

Always (even when the word is not used with UT or University of Tennessee).

How do I identify my county office as part of UT Extension?

The prominent identification should always be University of Tennessee Extension (without the word “service.”).

“XXXX County Extension” should not be used as a substitute for “University of Tennessee Extension, XXXX County.” It’s important that UT Extension be the organization’s name. We want the identity to be clear and simple. We want the public to recognize UT Extension as a statewide organization with county offices.

Where can I get Extension-specific wordmark/logo artwork?

The Web address is <http://agriculture.tennessee.edu/news/extension> . You can access the materials by going to the Extension home page (<http://www.utextension.utk.edu>), then clicking on "Faculty & Staff Resources." Select "Extension Marketing Resources."

What about general style guidelines for use of the UT logo and university wordmark?

We follow the University of Tennessee identity guidelines, listed on the Web at <http://pr.tennessee.edu/identity> .

Why the new name?

We believe the new name will help us communicate more effectively a comprehensive systems approach in educational programming targeted toward solving many of the issues facing rural and urban entrepreneurs, families and communities. Feedback from Extension personnel regarding interactions with clientele seems to indicate that a name change will improve understanding of the breadth and depth of Extension educational efforts, as well as enhance our ability to partner with funding agencies and other nontraditional constituencies.

Maintaining a consistent public awareness of UT Extension is important to us. The new name, if used consistently and appropriately, will go a long way toward solidifying that awareness.