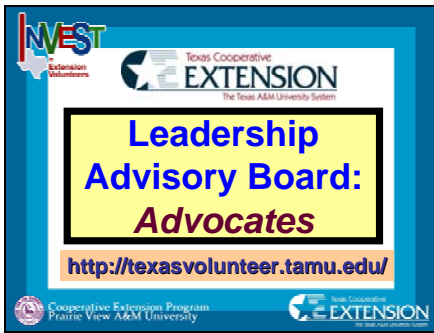


Slide 1

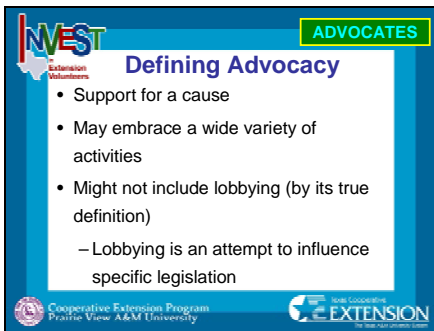


The opening slide simply introduces the “LEADERSHIP ADVISORY BOARD” to their role related to advocacy.

Texas Cooperative Extension must do a better job at “telling our story.”

Thus, **ADVOCACY** is the foundation of the board!

Slide 2



This slide just defines advocacy....

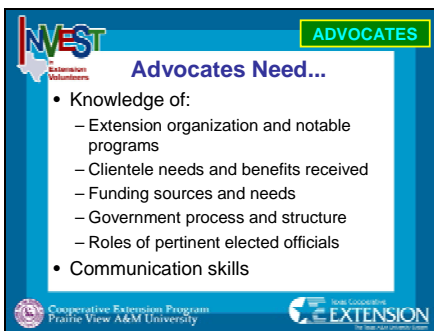
Stress the importance of the LAB serving as advocates and helping us tell our story with our stakeholders.

Make sure the LAB hears the important programs being conducted in the county program so that they can tell the Extension story clearly and completely. We will do this later.

- Advocacy is support for a cause such as Extension, or one we hear lots about now is environment.
- Advocacy may embrace a wide variety of activities. Some can be done individually and others are better as group activities.
- Does not include lobbying (by its true definition)

Lobbying on the other hand is an attempt to influence specific legislation.

Slide 3



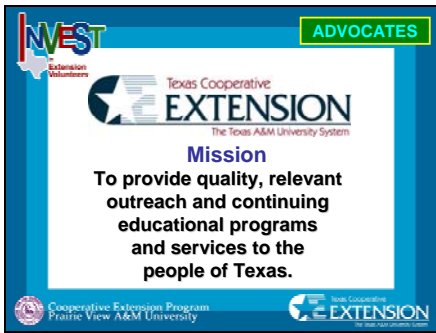
So, what knowledge and skills does an Extension advocate need?

- Knowledge of Extension and its diverse programs
- Knowledge of clientele needs and how they benefit. This comes from personal experience.
- Knowledge of Extension funding sources and the budget history and current needs.
- Knowledge of how the government process works and the structures that control the process.

Roles of pertinent elected officials so that information provided about Extension will relate to their work role.

Communication skills, both written and verbal are essential. Also, listening for stakeholder interest is an important skill as is the ability to read body language.

Slide 4

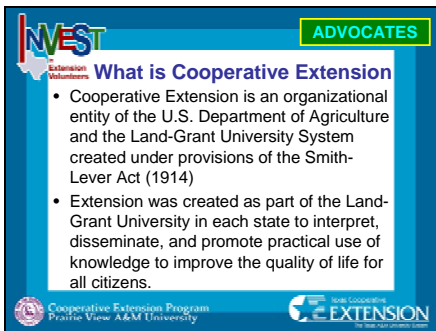


The next few slides are designed to provide some general information related to Extension.

Some of this might have been covered when the group was “oriented.”

It is important that our volunteers know the mission of our agency. This drives what we do.

Slide 5

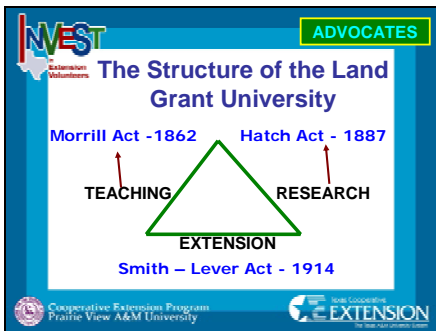


What is Cooperative Extension?

Cooperative Extension is an organizational entity of the U.S. Department of Agriculture and the Land-Grant University System created under provisions of the Smith-Lever Act (1914) and subsequent related legislation. Extension was created as an organic part of the Land-Grant University in each state to interpret, disseminate, and promote practical use of knowledge to improve the quality of life for all citizens.

The Cooperative Extension System is unique in structure and function. It consists of county Extension agents located in 3,000 counties across the country and Extension specialists at each state’s Land-Grant University or in regional locations within the state. Local Extension agents draw upon their expertise, the expertise of specialists, and the knowledge resources of the Land-Grant University to provide information and educational programs which address local citizens’ issues and problems. Extension agents and specialists are also linked in regional and national networks and the USDA. This integration of teaching, research, and public service enables the Cooperative Extension System to respond to critical, emerging issues with research-based information.

Slide 6



This is just a picture to help drive home the message of the three pieces of the Land-Grant System, so everyone can see the connection. The first piece was the Morrill Act – 1862 which provided land to each state to build a university (hence LAND GRANT), this was followed by the Hatch Act of 1887 that provided federal funds to these Land Grant Universities to ensure that they could develop research initiatives. The final act was the Smith Lever Act of 1914 that established Cooperative Extension. This act enabled the land grant system to have an educational office in each county in Texas to EXTEND the services of the Land Grant System.

This is important to understand as we think about our roles in Texas Cooperative Extension and see how we fit in the land grant system.

Slide 7

Smith-Lever Act: Defining the Mandate

- Serve Agriculture and the Public
- Define Agriculture Broadly
- Enhance Human Development
- Meet Local Problems

Smith-Lever Act: Defining the Mandate

While the authors of the enabling legislation for Cooperative Extension could not foresee the future, the mandates implicit within the legislation is as applicable today as in 1914:

Serve Agriculture and the Public - The Smith-Lever Act gave Extension a very broad clientele base—"the people of the United States"—yet also specified that its programs should be concerned with "agriculture and home economics and subjects relating thereto."

Define Agriculture Broadly - The term "agriculture" was used in a comprehensive sense in the Smith-Lever Act and subsequent legislation to include producing, processing and marketing farm and forest products, plus those businesses and industries concerned with supplying the resources needs in the production and marketing process.

Enhance Human Development - In the same report, Representative Lever further defined the role of the Extension agent: "*He is to assume leadership in every movement, whatever it may be, the aim of which is better farming, better living, more happiness, more education and better citizenship.*" This broad and significant leadership challenge was applied first to teaching home economics or home management to farm women, and to programs aimed at youth.

Meet Local Problems - Section 8 of the Smith-Lever Act establishes the obligation of Extension to provide ". . . Assistance an counseling to local groups in appraising resources for capability of improvements in agriculture or introduction of industry designed to supplement farm income; . . . cooperation with other agencies and groups in furnishing all possible information as to existing employment opportunities, particularly to farm families"

Slide 8

What are the base programs?

- Agriculture, Natural Resources and Environment
- Family and Consumer Sciences
- 4-H & Youth Development
- Community Development

These are the four base educational programs provided by Texas Cooperative Extension. This is intended to show the growth and dimension of our program.

It is important to point out that the program still has a strong and rich history in production agriculture, the agency has evolved to dealing with environmental issues, water issues, and protecting natural resources.

HAVE THE CEA's PROVIDE AN OVERVIEW OF WHAT PROGRAMS THEY ARE DOING!!!

Slide 9

Programmatic Efforts Adjust to People's Needs

- World War I
- 1920s
- Great Depression
- New Deal Era
- 1950s and 60s
- 1960s
- 1970s and 80s
- 1990s
- 2000s

While the nation's needs have changed, Extension has grown and evolved to address them. As a unique achievement in American education, the Cooperative Extension System continues its longstanding tradition of "extending the university to the people" to improve the quality of life for individuals, families and youth, agricultural producers, business and communities.

Slide 10

ADVOCATES

Who cares about us?

- Local Stakeholders (County)
- State Stakeholders (State Legislature)
- Federal Stakeholders (USDA)

Cooperative Extension Program
Prairie View A&M University

TEXAS COOPERATIVE EXTENSION
The Texas Cooperative System

This too is just a review, but basically it is revealing the “cooperation” Texas Cooperative Extension has with county, state, and federal governments.

Slide 11

ADVOCATES

2000's

- Extension is addressing contemporary issues such as agro-terrorism and homeland security; preventing childhood obesity; diet and health issues.

SUMMARY?
RELEVANCY

Cooperative Extension Program
Prairie View A&M University

TEXAS COOPERATIVE EXTENSION
The Texas Cooperative System

TODAY!!!

2000s – Extension is addressing contemporary issues such as agro-terrorism and homeland security; preventing childhood obesity; diet and health issues.

Slide 12

ADVOCATES

Leadership Advisory Board

- Carver (1997) points out that advisory boards function to counsel an organization. They help to provide direction to ensure that we maintain our relevancy and continue to meet the mission of Texas Extension.
- The primary “grass roots” programming effort is the connection the agency has with Leadership Advisory Boards. These LAB’s are critically important to our ability to provide locally relevant educational programs.
- The Leadership Advisory Board is responsible for the “big picture” of the county program. Specific roles will be displayed later in this document.

Cooperative Extension Program
Prairie View A&M University

TEXAS COOPERATIVE EXTENSION
The Texas Cooperative System

The underlying theme here is that the Leadership Advisory Board has been developed by the Volunteer Steering Committee, adjusted to include the growing research base while maintaining a sense of practical usage at the county level.

The changes that encompass the Leadership Advisory Board come from the growing research base in volunteer administration. Coupled with thoughts from the Volunteer Steering Committee, the major point to Leadership Advisory Boards is that they truly function as an advisory group instead of a programming group.

Carver (1997) points out that advisory boards function to counsel an organization. Advisory boards “advise” the organization and staff. They help to provide direction to ensure that we maintain our relevancy and continue to meet the mission of Texas Extension.

The **Leadership Advisory Board (LAB)** is designed to be advisory in nature. The LAB is responsible for the “big picture” of the county program. Specifically, their role is to provide long term vision for the county program, serve as advocates for the county program by assisting with interpretation of the program throughout the county, and provide support to develop resources for the county program.

The primary “grass roots” programming effort is the connection the agency has with Leadership Advisory Boards. These LAB’s are critically important to our ability to provide locally relevant educational programs. A strong diverse LAB is vital for Texas Extension to achieve its mission and vision.

Slide 13

LAB Members

- Well informed
- Articulate
- Believe in value of Extension
- Recognize benefits to taxpayers

Remind them why they were asked to serve on the LAB:

You were recruited to be an advisory leader because you are:

- Well informed about Extension and public issues.
- Articulate in expressing your ideas. Another item to mention under “articulate” is one’s ability to articulate what Extension is about.
- You believe in the value of Extension and speak passionately about it.
- You recognize the benefits to taxpayers and can relate the benefits through your experiences.

Slide 14

Who Are Extension Stakeholders?

- Elected officials
- Business leaders
- Funding sources
- Community leaders

Extension’s stakeholders we need to educate include:

Elected officials at all levels from county government to the federal level. Business leaders who have a vested interest in agriculture, families, and communities.

Funding sources who may be contributing to Extension programs, such as Farm Bureau.

Community leaders who do not use Extension but need to know what Extension does in the community.

Slide 15

LAB Members- Message

- Education - Extension is an educational institution
- Access - Extension is the door to the university
- Relevance - Extension still helps people improve their lives
- Linkages - Federal/ state/ county partnerships

Whenever interacting with elected officials, a simple outline of points to communicate are:

- Extension is educational
- Extension is the access to the land-grant universities and all their resources.
- Extension is in communities with open arms dealing with problems and needs they identify.
- Extension represents partnerships with county, state, and federal governments as well as many other agencies.

Slide 16

ADVOCATES

All Responsibilities of LAB

- Review the county Extension program's mission and purpose.
- Develop resources to ensure quality programs can be implemented.
- Ensure legal and ethical integrity and maintain accountability.
- Determine, monitor, and strengthen the existing program.
- Enhance the county Extension program's public standing.
- *Serve as the Community Development Program Area Committee (Optional)*

Cooperative Extension Program
Prairie View A&M University

TEXAS COOPERATIVE EXTENSION PROGRAM

It is important that everyone understands the overall responsibilities of LAB and then to clearly connect "Extension's Responsibility so that everyone sees how these responsibilities translate to individual county situations.

Review the county Extension program's mission and purpose. The board is responsible for reviewing the local program's goals, objectives and primary audiences served.

Extension's Responsibility: The LAB should review educational county program plans before the program year begins.

Develop resources to ensure quality programs can be implemented.

Extension's Responsibility: The LAB should identify ways to develop resources (equipment, supplies, funding for programs) and help identify other potential educational partners.

Ensure legal and ethical integrity and maintain accountability.

Extension's Responsibility: The county Extension program should reflect results of your educational efforts. In other words, demonstrate to the board the difference the program is making in the county.

Determine, monitor, and strengthen the existing program.

Extension's Responsibility: The county Extension program should demonstrate program impact the to LAB program and ensure that Extension programs are consistent with Texas Extension's mission.

Enhance the county Extension program's public standing.

Extension's Responsibility: The county Extension program should develop resources that will build the board's knowledge base about the local county Extension program so that the LAB can clearly articulate the local program's mission and accomplishments to serve the general public. The key is that this board is trained and equipped to serve as an advocate for the county program.

Serve as the Community Development Program Area Committee (Optional – see below)

Extension's Responsibility: Counties will have the option to have the Leadership Advisory Board to serve as the Community Development Program Area Committee. This is NOT a requirement, but an option.

Slide 17

ADVOCATES

The County Program's Commitment to LAB

- Provide you with the knowledge base to serve as an advocate.
- Provide you with tools and resources to market the county Extension program.
- Develop your leadership skills (one short lesson provided by CEAs at each meeting)

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Prairie View A&M University

TEXAS COOPERATIVE EXTENSION PROGRAM

This also shows that the LAB is not in it alone and that we are providing support to them as advisors to the LAB. We also want to help build their leadership competencies.

Since we are providing a leadership topic to them, you may ask them what type of leadership topics they would be interested in.

Slide 18

ADVOCATES

LAB Strategies for Stakeholder Inclusion

- Invite stakeholders to Extension-sponsored events
- Make annual reports
- Host annual “get together”
- Escort to an Extension-sponsored event
- Call to educate about an issue
- Follow up specific contacts with a note

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Prairie View A&M University


State Cooperative EXTENSION
www.cooperative.edu

One of the items the LAB will help County Extension Agents do is design strategies to interpret programs to stakeholders. This slide provides some examples on how the LAB can help and lead efforts.

Slide 19

ADVOCATES

Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.



Andrew Carnegie

This is just a stand alone quote to inspire the group!!!

Slide 20

ADVOCATES

Summary

- This is our primary “grass roots” programming effort to the community.
- These LAB's are critically important to our ability to provide locally relevant educational programs.
- Leadership Advisory Boards must be able to “**advocate**” for the county program.

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Prairie View A&M University

State Cooperative EXTENSION
www.cooperative.edu

This slide is simply added to reveal the importance of LAB.