



# COUNCIL LEADERSHIP

21<sup>st</sup> Century Programs, Governance & Membership

## County Annual Report Guidelines

The Missouri statutes require every county extension council to produce an annual report:

*"At the close of each calendar year the council, through its secretary, shall make an annual detailed report to the county court (commission), covering all receipts and expenditures, together with a summary of work undertaken and results accomplished. The report shall be filed with the county court (commission) not later than February first, following the close of the year or portion of year covered by the report."*

Annual reports should demonstrate how extension programs have improved people's lives as a result of staff and council member activities. Reports may include client testimonials, evaluation results, newspaper clippings and statistical data supporting the programs' objectives and accomplishments. Whenever possible, use photos of local people, identifying them by name; commissioners are interested in their constituents.

Affirmative action impact is another important area. What progress is being made to provide educational opportunities for underserved audiences?

Make the piece attractive and easy to read. Use bold type headings and interesting lead paragraphs. High-quality reproduction and an attractive design enhance the presentation.

Finally, the report must include financial data, including revenue and expenditures by type. Again, easy-to-read and attractive presentation of the data adds to readability of the report.

Ideally, compiling information for the annual report is a yearlong process. As soon as one year's report is completed, the staff and council should evaluate and plan for the next year. Photos, clippings and summary reports should be gathered throughout the year to avoid last-minute panic.

The county annual report, if prepared with the thought of distribution to a wider audience than only the county commission, can be a good marketing and public relations tool. The annual report should be a document that council or staff members could hand proudly to a county commissioner or other community leader and say, "This is how we improved people's lives."

# Checklist for Preparing Extension Council Annual Reports

## Cover

- Current logo
- Name of extension council
- Affirmative action statement: "University of Missouri Extension does not discriminate on the basis of race, national origin, sex, sexual orientation, religion, age, disability or status as a Vietnam era veteran in employment or programs."
- Graphics, photos, etc., that communicate a positive image of county's extension programs
- Time covered by report
- Title: "(Name) County University of Missouri Extension Council Annual Report"

## Introduction

- Letter from council secretary and chairman, may be co-signed by county program director
- Brief description of mission, goals, initiatives, history, etc., of University of Missouri Extension

## Council

- Roster of membership, including officers
- Description of duties and responsibilities

## Staff

- Roster of staff headquartered in county and those with primary assignments in the county
- Brief description of staffing, organizational structure and how people access resources

## Finances

- All revenue and expenditures by type, not just general operating for period of the report
- Financial relationship between the university and the council
- Amount and type of university funding

## Content

- Target audience: county commission, public officials, key leaders
- Primary focus on how University of Missouri Extension improved people's lives, including:
  - Client actions
  - Program activities
  - Clear program objectives, stated in measurable terms
  - Sponsoring organizations, teachers, locations
  - Data demonstrating program results: statistical summary of program activities, testimonials, news clippings, evaluation data
- Affirmative action impact, including examples of how programs have improved lives of minority and hard-to-reach audiences
- News writing style: easy to read; addresses who, what, when, where and why; consistent throughout report
- Brief, overall description of each program area, including objectives, primary audiences and rationale about its importance

## Image

- Clear, sharp print quality
- Paper opaque enough to avoid bleeding of ink; preferably white or blue paper
- Ink color in black
- Layout that enhances readability by using proper headings, graphics, photos, etc.
- Inserts to highlight quotes, impact information, devices to break up text
- Clear photos; captions identifying individuals wherever possible
- Graphics to highlight data
- Table of contents
- Numbered pages

## Other

- Statement from staff thanking council, volunteers, county commissions, others for their support

