



# COUNCIL LEADERSHIP

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

## What Is the Council's Role in Program Implementation?

### *Council Handout*

County extension councils are the local link between the University of Missouri and people in their community in providing educational programs and science-based information to enhance economic viability; build strong individuals, families and communities; and create and sustain healthy environments. Through this module, council members will understand their role in:

- Securing resources to support program delivery
- Promoting prioritized programs
- Assisting with delivery of educational programs
- Participating in programs and providing feedback
- Creating enthusiasm for extension programs.

*Companion modules — “What Is the Council’s Role in Setting Priorities for Program Development?” and “What Is the Council’s Role in Evaluating and Reporting Program Outcomes?” — provide additional information on the extension council’s role in educational program development and delivery.*

### State Statutes

Several sections of the Revised Statutes of Missouri address the county extension council’s responsibilities for local educational programming:

#### **262.557. Formulation and administration of extension program**

*The university may formulate an extension program in the counties of the state and shall be responsible for the administration and execution of the extension program in each county.*

#### **262.587 Where council established, university to hire employees and consult with council on program.**

*In counties in which there is a council the university shall:*

- (2) *With the advice and counsel of the (county) council, formulate extension programs in the county and it shall be responsible for the administration and execution of the extension program in each county.*

#### **262.590 Recommendation by council-administration of county share of costs-council to receive property**

*The council in any county shall have the right and duty to:*

- (1) *Make recommendations and suggestions to the university concerning the extension program;*

## The Extension Program

The extension program referenced in Section 262.557 of the state statutes is the county's overall plan for meeting residents' educational needs across program areas. The current statewide program areas are:

1. **Agriculture and Natural Resources** — Agriculture and natural resources education provides citizens with 21<sup>st</sup> century tools to enhance profitability, strengthen communities and protect the environment.
2. **Business Development** — Business development education assists business start-ups, helps businesses remain competitive and prosperous, and creates more wealth for the community.
3. **Community Development** — Community development education helps citizens tap into local strengths and University resources to create communities of the future.
4. **4-H Youth Development** — Youth education connects parents and youth with the latest research and best practices to help young people be valued, contributing members of their community.
5. **Human Environmental Sciences** — HES education provides Missourians with research-based programs on health, nutrition, parenting, aging, divorce, personal finance, housing, consumer action and more.

The local educational program is developed through a process in which extension council members and regional faculty identify and prioritize local educational needs. The extension council is the public body officially designated to work with the University of Missouri to:

- Identify concerns in the community as well as current and emerging trends affecting residents of the county
- Make recommendations about needed programs to the University
- Ensure educational program access to residents, groups and organizations in the county.

An educational program is a sequence of learning activities or events that addresses a locally identified educational opportunity or need. Educational programs focus on specific outcomes to improve people's lives through the practical application of research-based knowledge and resources. An educational program may be comprised of several meetings, activities or events.

Extension council members provide invaluable insight into the range of issues and educational needs of the county and region. As extension councils make recommendations about program priorities, they must consider local needs; social, environmental and economic trends; and the potential impact of educational programs offered to community residents.

## Council Responsibilities for Educational Program Implementation

### Secure Resources

The county extension council is the official body designated to work with the University in securing resources to support the local educational program. This responsibility goes beyond



financial support. Effective resource development is the result of building relationships and communicating the value of local extension education to funders, potential clientele and others. To ensure adequate resources to meet community needs, county extension council members can:

- Be a liaison among specialists and community groups in communicating extension's capabilities to partner with other organizations.
- Provide specialists with a list of civic organizations and groups to which council members belong.
- Develop ongoing relationships with elected officials in county and city government; invite officials to participate in local programs.
- Assist faculty and professional staff with resources for local grant writing and resource development.
- Organize fund-raising events.
- Assist with securing sites to deliver educational programs.

### **Promote Prioritized Educational Programs**

Marketing is an important component in the delivery of educational programs. As representatives of their communities, council members have a valuable role in publicizing and promoting those educational programs. County extension council members can:

- Establish a committee that works with the county program director, regional faculty and office staff to develop an annual publicity/marketing plan for the extension council, including identification of resources needed.
- Be a liaison with local media, sharing information with print and broadcast media about the impact the programs have on people's lives; write letters to the editor.
- Organize special events to showcase county programs, e.g., an open house.
- "Open doors" for program implementation in the community by becoming involved in community groups and activities. Develop a 25-second "elevator speech" to answer the questions: *What is this program? What can it do for me?* Speak to community/civic organizations, e.g., Rotary and Kiwanis clubs and churches.
- Actively engage underserved and minority audiences in extension programs.
- Provide program testimonials that specialists can use in marketing materials, such as advocacy letters, ads, fliers, etc.

### **Participate in Educational Programs**

Council members provide a unique perspective to local programs with their knowledge of University of Missouri Extension, as well as the needs and desires of the community. This perspective, along with firsthand experience through participation in programs, helps council members evaluate the effectiveness of local programs in addressing the high-priority needs identified by residents of the county. Council members can participate in program implementation in a variety of ways:

- Participate in programs as a student or observer.



- Be a hands-on volunteer, e.g., staff display booths, serve as greeter, provide refreshments, assist with room set-up or help organize events.
- Serve as a co-facilitator or educator.
- Give input and feedback.

## Create Enthusiasm

Generating enthusiasm for the extension program creates an environment that supports access to resources, program promotion and participation. Councils can generate enthusiasm for local extension programs in a number of ways:

- Be excited about the extension program. Follow the 3-Foot Rule: ***Tell anyone who comes within three feet of you about MU Extension and its programs.***
- Develop networks with other councils in the region or across the state to share ideas.
- Visit or invite another county to share marketing ideas at least annually; regularly share marketing ideas at county and regional meetings.
- Include time on regional council agendas to share marketing ideas.

## Additional Resources

1. **Marketing Resources for County Offices** (<http://extension.missouri.edu/staff/marketing/marketing.html>)
2. **University of Missouri Extension FY05 Named Programs**
3. **County Plan of Work**
4. **Council Affiliations Worksheet**
5. **Extension Message Map** (<http://extension.missouri.edu/staff/marketing/messagemap.html>)
6. **Revised Statutes of Missouri** (<http://www.moga.state.mo.us/STATUTES/C262.HTM>)
7. **Manual 61**

### Adapted by:

Sherri Kempf, *Vice Chair*  
Central Missouri Regional Extension Council  
Dennis Grisham, *Chair*  
Greene County Extension Council  
Jamie Frakes, *Past Member*  
New Madrid County Extension Council

Al Black, *West Central Region Director*  
Tony DeLong, *Coordinator of Membership & Marketing*  
Rick Mammen, *Interim Southwest Region Director*  
Sandy Stegall, *Extension Communications Coordinator*  
John Tharp, *Community Development/Water Quality Specialist*  
Eileen Yager, *Extension Communications Officer*  
University of Missouri Extension  
  
Vim Horn, *Associate Director, Institute for Human Development*  
University of Missouri-Kansas City





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## What Is the Council's Role in Program Implementation?

### *Trainer Notes and Council Activity*

County extension councils are the local link between the University of Missouri and people in their community in providing educational programs and science-based information to enhance economic viability; build strong individuals, families and communities; and create and sustain healthy environments. Through this module, council members will understand their role in:

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### Tips for Facilitating

The following tips can assist trainers and council members in getting the most out of the “*What Is the Council’s Role in Program Implementation?*” training module:

1. Determine who will be the presenters (council member, specialist, county program director).
2. Review “*What Is the Council’s Role in Program Implementation?*” handout, PowerPoint presentation with speaker notes, council activity and “*Council Affiliations*” worksheet.
3. Review resources identified in module.
4. Prepare materials needed for council activity.
5. Place “*What Is the Council’s Role in Program Implementation?*” on the council agenda. Involve Regional Council Leadership Team in training as needed.

### Council Activity

**Preparation time:** 1 hour or less

**Presentation time:** 30 minutes

**What is needed?** (*Note: Online resources may be used if Internet access is available.*)

- “*What Is the Council’s Role in Program Implementation?*” PowerPoint presentation with speaker notes

- Computer, projector and screen
- Copies of “*What Is the Council’s Role in Program Implementation?*” handout and “*Council Affiliations*” worksheet
- Newsprint/flipchart, markers, easel and masking tape

## At the Meeting

1. **Introduce “*What Is the Council’s Role in Program Implementation?*” training module.** (5 minutes)  
Deliver PowerPoint presentation with speaker notes.
2. **Distribute and review module materials.** (10 minutes)  
Discuss how the council helps carry out the extension mission.
3. **Lead Activity** (15 minutes)
  - 1) Ask council members to share their connections to community organizations, and write their responses on newsprint/flipchart.
  - 2) Distribute “*Council Affiliations*” worksheets to council members. Review directions.

(*Note: Individual worksheets may be summarized into a master list before sharing with specialists serving the county.*)

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NOTE: A Word file may be downloaded from <http://extension.missouri.edu/extcouncil/training/implementation/>

### ***Council Leadership: 21<sup>st</sup> Century Programs, Governance & Membership***

## **What Is the Council's Role in Program Implementation? Council Affiliations Worksheet**

This worksheet can assist county extension councils in identifying affiliations with other organizations/groups in the community to support program implementation. The worksheet may be completed as an individual or group activity. Individual responses may be compiled into a master list. Council members should update their affiliation lists at least annually. Additional sheets may be used as needed.

Civic Organization	Contact Person	Address	Phone Number	E-mail	Council Member	Phone Number	E-Mail

