



COUNCIL LEADERSHIP

21st Century Membership, Governance & Programs

Recruiting Candidates for Effective County Councils

Council Member Handout

In accordance with the Revised Statutes of Missouri, county Extension councils are comprised of elected and appointed members, who represent the broad educational needs and backgrounds of people residing in the county. Any citizen who is of voting age may be nominated for the office of county Extension council member. This module will help county Extension councils:

- Comply with state statutes regarding the membership eligibility and the election process.
- Identify potential candidates to be nominated.
- Develop a consistent message when talking with potential candidates.

A companion module, “*Mastering the Nuts and Bolts of Council Elections*,” provides information on conducting annual council membership elections.

State Statutes Governing Council Membership

The Revised Statutes of Missouri detail council membership requirements, representation, term limits, organization and elections.

Section 262.567 describes the composition of the council and terms of office:

1. *The University of Missouri Extension council in each county shall be composed of the following members:*
 - (1) *At least one elected member from each district within the county as established under the provisions of sections 262.550 to 262.620; if no districts shall be established then from each township within the county. Such member shall be a resident of the district from which elected.*
 - (2) *A member of the county commission to be designated by the commission, or if none be so designated, then the presiding commissioner of the county commission.*
 - (3) *One member from each general farm organization having a membership in the county of twenty-five or more persons, such members to be appointed by the farm organization in such manner as it may determine.*

- (4) ***One member from each incorporated town or city within the county having a population of ten thousand or more, as shown by the latest federal decennial census, to be appointed by the mayor of the town or city. Such member shall be a resident of such town or city.***
 - (5) ***In counties having no town or city with a population of ten thousand or more, as shown by the latest federal decennial census, one member to be appointed by the mayor of the town or city designated by the elected council of the county which may or may not be included in a district. Such member shall be a resident of the designated town or city.***
2. ***Council members, both elected and appointed, shall hold office for a term of two years, and until their successors are elected and qualified, provided that in the first council in a county approximately one-half of the elected and appointed council members shall be elected or appointed for a term of one year, and until their successors are elected and qualified.***
3. ***Men and women shall be eligible for membership on the council.***

Section 262.583 describes elective and appointed members and responsibilities for setting elections:

1. ***The council of the respective counties shall have the following powers and duties:***
 - (1) ***Determine the number of elective council positions for each district provided that no district shall have less than one council member and there shall not be less than ten or more than twenty members elected to the council;***
 - (2) ***Nominate at least two citizens residing within the district for each elected council position;***
 - (3) ***Determine the council positions to be filled for a one-year term and those to be filled for a two-year term when necessary under the provisions of subsection 2 of section 262.567;***
 - (4) ***Set the date or dates, and places of the elections in the respective districts to be held in January of each year and set the dates and places for the bimonthly meetings of the council and the bimonthly meetings of the officers and may set the date and place of other meetings of the council or officers;***
 - (5) ***Provide ballots and make all necessary arrangements for the holding of elections within each of the districts within the county;***
 - (6) ***Give notice to the farm organizations selected to have representation on the council and to the towns and cities entitled to have representation thereon, at least thirty days before each annual election of council members and give notice to any organization, town or city in the event a vacancy occurs in the position on the council for which it shall make appointment;***



- (7) *Give all notices and publications required by sections 262.550 to 262.620 and select the newspaper or newspapers in which publication of the notices shall be made.*

Recruiting Candidates for Nomination to the Ballot

Recruiting citizens for the ballot and proposing nominees are responsibilities of the Extension council (*Section 262.567, RSMo*). Recruitment is the precursor to the election process. (*See “Mastering the Nuts and Bolts of Council Elections*). County Extension councils can ensure that their membership is representative of the people by establishing a recruitment process to reach all segments of the population. A council may wish to appoint a nominating committee to coordinate the recruitment and nomination of candidates.

County Extension councils can broaden their search for nominees by:

1. Seeking diversity in nominees’ background, gender, occupation, age, race, culture, education and socioeconomic status. Information about your county’s population is available from University of Missouri Extension’s Office of Social and Economic Data Analysis.
2. Developing specific messages to describe the responsibilities and activities of the council and the benefits of being a council member.
3. Publicizing the need for Extension council candidates through the local news media and personal contacts.

After identifying potential nominees, approach them with an invitation to run for the council in a clear, concise and positive manner:

- Describe the council’s responsibilities and its importance in meeting the community’s highest priorities; share examples of programs that are making a difference to community members.
- Be honest about the time commitment as well as the issues.
- Tell potential nominees why you are asking them, i.e., their skill, experience or expertise that will make them a valuable asset to the council and the well-being of the community.
- Discuss the personal benefits of being a council member, i.e., personal enrichment, involvement in issue or program area, opportunity to serve community, leadership development, friendship, etc. Share your own experience.
- Explain the election process.

Once a citizen has accepted the invitation to be nominated, stay in touch and keep the nominee abreast of issues.



Resources

The following resources can assist county Extension councils in recruiting nominees for the extension council:

1. **Revised Statutes of Missouri, Chapter 262**; see The Extension Council Manual (M-61), p. 3. (<http://www.moga.state.mo.us/STATUTES/C262.HTM>)
2. **“Missouri Social and Economic Demographics County Fact Sheets”** from the Office of Social and Economic Data Analysis provide demographic information about your county’s population. (<http://www.oseda.missouri.edu/countypage/>)
3. The **Council Candidate Worksheet** can be used to identify potential candidates by gender, age, race, affiliation and expertise.
4. The **“County Extension Council Member Position Description”** and **“Council Member Responsibilities and Relationships”** pieces in New Member Orientation Manual provide a description of council member responsibilities. (<http://extension.missouri.edu/extcouncil/orientation/index.html>)
5. **Talking Points for Recruiting Candidates** outlines key messages to share with potential candidates.
6. A **news release template** can be customized using the basic information and format provided. (<http://extension.missouri.edu/extcouncil/training/recruitment/>)

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University of Missouri Extension State Council



Timeline for County Extension Council Recruitment and Elections

State statutes require county Extension councils to conduct their elections in January. The following schedule is based upon your council election being held on the third Tuesday in January. Although statutes do not specify that election be held on a specific day, consistency across the state enhances the opportunities for publicizing the election and marketing local extension councils. If the council membership election in your county is held at a different time, adjustments should be made to this schedule.

Before the Election

November and December — Select nominees, at least two for each elected position and secure nominee's approval.

December — Check names with organizations appointing members to avoid duplication and ensure eligibility to serve.

December — Provide public notice of nominees (*Section 262.620*) "not more than 50 days or less than 30 days" per state statutes (*Section 262.577*). See sample notice.

December and January — Publicize election date, time and place. See sample news release.

After the Election

January — Notify elected and appointed members of date, time and place of annual organization meeting and election of council officers.

January — Order Certificates of Membership and membership cards for council members.

February — Hold annual meeting of the council to organize, elect officers and set dates of council meetings. All council officers of the council shall within five (5) days after their election, take and sign the usual oath of public office, which shall be filed with the county clerk. (*Section 262.583.2 and 262.583.3*) This may be done at the organization or annual meeting.

February — Provide list of council members and officers to county commission and University. Orientation for new council members may be provided prior to taking office.

March 1 — New council takes office.

March — Conduct orientation training for new members and officers. It is recommended that orientation be given within 30 days of taking office.



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Talking Points for Recruiting Effective Council Members

When talking with citizens about being nominated for the Extension council, it is important to have a consistent message that is clear, concise and inviting. The following points provide a succinct description of the county Extension council's roles, responsibilities and relationships.

Message Points

- 1. University of Missouri Extension improves people's lives with educational programs and access to University resources and experts to:**
 - Enhance economic viability
 - Build strong individuals, families and communities
 - Create and sustain healthy environments.
- 2. The county Extension council is the local link between the University of Missouri and the people of Missouri.**
 - County Extension councils are statutorily created to work with the University.
 - Councils assist in planning and carrying out Extension educational efforts in the community.
 - Councils identify concerns of the community and make recommendations to the University.
- 3. The county Extension council administers the county's share of costs for the Extension program.**
 - Obtains funds from the county commission — plus fees for programs, donations and local grants — to support operations and educational programs. (*Note sources specific to your county.*)
 - Administers a budget of (*include local budget figure*). This budget supports local office operations, including materials for educational activities, equipment, supplies and salary.
 - Employs (*number and type of positions, e.g., 'two secretaries'*) to support the local office.

Extension specialists and educational assistants are employed by the University of Missouri.

4. Some of the Extension programs in (Name) County are:

(Choose 2-3 programs that might of special interest to the candidate, and another 2-3 programs to show the breadth of programs available.)

5. “The (Name) County Extension council is inviting you to be nominated for the council because of your... (experience, background, skill, interest) in ... (skill or subject area).” For example:

“The Anywhere County Extension council is inviting you be nominated because your work as a minister working with limited-resource families can help us reach those audiences with education and information.”

“Your background as a financial planner would be valuable in helping the council manage its budget.”

6. You can make a positive difference in your community. As a council member, you can help connect your neighbors, family and friends with educational resources to improve their lives and have fun doing it.

7. As a council member, I ... have been able to involved in (cite a particular issue or program area) ... had the opportunity to serve my community ... have developed my leadership skills ... have developed new friendships. (Share your own experiences.)

8. Did you know that (name of a person they may know or is well-known in the community) is a member of the Extension council? (Share names of council members the candidate may know.)



OFFICE NAME

address, city, state, zip

Phone: xxx-xxx-xxxx • Fax: xxx-xxx-xxxx

<http://extension.missouri.edu/extcouncil> • Internet:
xxxxxxx@missouri.edu

For Release (Month Day), (Year)
Contact: (Council Member or Office Name)
XXX-XXX-XXXX

Candidates sought for (Name) County Extension council

CITY, Mo. -- Nominations are being accepted for the January 2004 election to the (Name) County University of Missouri Extension Council, says Council Chairman (Name).

The University of Missouri Extension Council of (Name) County is the local link between county residents and the University of Missouri. Council members assist in planning and carrying out Extension educational programs to improve people's lives. As public officials, council members administer a local budget of \$XXXXXX to support education that meets people's highest priorities.

"The (Name) County Extension council is seeking people from all walks of life who are interested in education and the progress of our community," says (Council Chair or Membership Chair). "Serving on the Extension council is a great way to help make our community a better place for people to live."

Extension council members represent the broad educational needs and backgrounds of the people of (Name) County. Candidates must be at least 18 years old and reside in the district they would represent.

Nominations for the (Name) County Extension council must be made by (date).

Individuals interested in serving on the council may contact (specific council member(s)) at (phone no.) or call the (Name) County Extension center, (phone number).

The (Name) County Extension council meets on the (when) day of each month (or every other month).

University Extension improves people's lives with educational programs and access to University resources and experts to enhance economic viability; build strong individuals, families and communities; and create and sustain healthy environments. In (Name) County, Extension programs address such high-priority areas as (list specific programs, e.g., agriculture, nutrition and health, parenting and youth development, family life, consumer education, business and workforce, community development and continuing education).

Information about (Name) County Extension can be found on the web at [http://extension.missouri.edu/\(county\)](http://extension.missouri.edu/(county)) or by calling or visiting the Extension center, (phone/address information.)

University of Missouri Extension improves people's lives with education and research from the four campuses of the University of Missouri System and Lincoln University. (Name) County Extension is your local link to these unbiased resources.

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BE AN EDUCATIONAL LEADER

Join the Benton County Extension Council

The Benton County Extension Council invites you to become an educational leader in our community by allowing your name to be placed on the 2005 council election ballot.

“Serving on the Extension council is a great way to make our community a better place to live. As a council member, I have been involved in ...”

*Firstname Lastname
Council Member*

The Extension council improves people’s lives by linking Benton County residents with information and educational programs based on research from the University of Missouri and Lincoln University.

The Benton County Extension Council is designated by state statutes as the official body to cooperate with the University of Missouri in delivery of Extension programs in the county. Members, who are elected and appointed, represent the broad educational needs and walks of life of Benton County residents.

As a member of the Benton County Extension Council, you can improve the social and economic well-being of our county by connecting your neighbors, family and friends with educational resources to improve their lives.

You can make a difference!

Contact Firstname Lastname
Benton County
Extension Council

119 W. Main, P.O. Box 637
Warsaw, MO 65335
Phone: (660) 438-5012
Fax: (660) 438-2479
E-mail: bentonco@missouri.edu
<http://extension.missouri.edu>

Deadline for Nominations
(optional)



University of Missouri Extension does not discriminate on the basis of race, color, national origin, sex, sexual orientation, religion, age, disability or status as a Vietnam-era veteran in employment or programs.

Extension Council Responsibilities

Assist in planning and carrying out Extension educational efforts in the community.

Identify concerns of the community and make recommendations to the University.

Obtain funds to support local operations and educational programs through the county commission, program fees, donations and grants.

Administer the council budget to support local office operations.

University of Missouri Extension Improves Benton Countians' Lives

Benton County residents contact their Extension center more than 10,000 times annually for research-based resources to:

- *Build strong individuals, families and communities;*
- *Create and sustain healthy environments;*
- *Enhance the economic viability of residents, businesses, farms and communities.*

Educational Program Highlights

- *Benton County producers are improving product quality and value through management strategies taught in the Beef Quality Assurance program.*
- *One in five young people in Benton County participate in 4-H youth development activities with the support of 58 adult volunteers. "4-H has helped me grow by teaching me patience, sportsmanship, and how to present myself when in front of a group of people," says one member.*
- *Eighty-two felony and misdemeanor offenders attended financial management programs mandated by the circuit court. "The one thing I would like to accomplish is to get my GED and work toward a better way to support me and my family, and provide a better life for us," said one participant. Another said, "I learned some things about myself and that I am not the only person in this boat."*

2003 Benton County Extension Council Members

Rodger Reedy, Chair

Eddie Smith, Vice Chair

Joan Lewis, Secretary

Linda Daniel, Treasurer

Linda Barton

Celina Flores

Fred Gregory

Bonnie Luttrell

Homer May

Mark Nolte

Walter Schumacher Jr.

Jerry Smith

Tim Thomas

Debbie Troxell

Beverly Weddle

Robert Wilshusen

The Benton County Extension Council Needs You!

Your time, talents
and experience
can make life
better
in our county.

**Consent to be Nominated
for
University of Missouri Extension Council
of**

_____ County

I, _____, agree to have my name submitted in nomination as a member of the University of Missouri Extension Council of _____ County. I understand that if I am nominated, I will stand for election in January 200___. If elected, I agree to serve.

Name: _____

Address: _____

Phone: _____

E-Mail: _____

Council District/Township: _____

Signature: _____

Date: _____

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Recruiting Effective Council Members

Trainer Notes and Council Activity

Through this council development activity, Extension councils can develop skills to recruit candidates with diverse backgrounds, experiences and skills. Upon completing the exercise, council members will:

- Comply with state statutes regarding the membership eligibility and the election process.
- Identify potential candidates to be nominated.
- Develop a consistent message when talking with potential candidates.

Tips for Facilitating

The following tips can assist trainers and council members in getting the most out of the “*Recruiting Effective Council Member*” training module:

1. Determine who will be the presenter(s) (council member, specialist, county program director).
2. Review “Recruiting Effective Council Members” handout and included resources, PowerPoint presentation with speaker notes, council activity and additional resources.
3. Review resources identified in module.
4. Prepare materials needed for council activity.
5. Place “*Recruiting Effective Council Members*” module on council agenda, and involve Regional Council Leadership Team in training exercise as needed.

Council Candidate Recruitment Activity

Preparation time: 1 hour or less

Presentation time: 35-45 minutes

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

- “*Recruiting Effective Council Members*” PowerPoint presentation with speaker notes
- Computer, projector and screen

- Copies of “*Recruiting Effective Council Members*” handout for participants
- Copies of:
 - The County Extension Manual (M61)
 - New Member Orientation Manual (“County Extension Manual Position Description”)
 - Missouri Extension Council webpage (<http://extension.missouri.edu/extcouncil/>)
 - Staff Resources webpage (<http://extension.missouri.edu/staff/>)
 - Missouri Social and Economic Demographics Fact Sheet for county (<http://www.oseda.missouri.edu/countypage/>)
- Newsprint and markers
- Easel
- Masking tape

At the Meeting

1. Introduce “*Recruiting Effective Council Members*” training module. (5 minutes)

Deliver PowerPoint presentation with speaker notes.

2. Distribute and review module materials. (15 minutes)

Discuss how the council will recruit candidates for the Extension council election.

Using Council Candidate Worksheet, have council members brainstorm names of potential candidates.

3. Lead activity. (15 minutes) Choose one of the following options.

Option 1

Ask two council members to role play. One person acts as current council member, the other as a prospective candidate. Ask remaining council members to critique the exchange.

- Write techniques used on the newsprint.
- Repeat process until most participants are passing.
- Review techniques listed, and identify those that are most effective.
- Ask council members to reflect on what they have learned.

Option 2

Using the news release template, ask council members to develop testimonial statements about how University of Missouri Extension has improved the lives of county residents, including their own, and how their contributions to University of Missouri Extension have provided other personal rewards.

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University of Missouri Extension



Note: The Word file may be downloaded at <http://extension.missouri.edu/extcouncil/training/recruitment/>

Council Candidate Worksheet

This worksheet can assist county Extension councils in identifying council candidates who reflect the county’s population and who have affiliations or expertise that can enhance the council’s ability to carry out its responsibilities in programs, governance and membership. The worksheet may be completed as an individual or group activity. Additional sheets may be used as needed.

| Name | Gender | | Age | | | | Race | | | | | | Affiliation | | | | | | | | Expertise | | | | | | | | | | | |
|------|--------|------|----------|-------|-------|---------|-----------|------------------|----------|-----------------|---------------------------|-------|-------------|----------|-------|----------|---------------------|-----------|-----------|-------------|-----------|--------|-----------|-------|----------------------------|---------------------------|------------|----------------------|--------|--------|--|--|
| | Female | Male | Under 35 | 36-50 | 51-65 | Over 65 | Caucasian | African-American | Hispanic | Native American | Asian or Pacific Islander | Other | Health Care | Business | Media | Churches | Civic Organizations | Political | Education | Agriculture | Agencies | Other: | Financial | Legal | Public Relations/Marketing | Administrative//Personnel | Leadership | Resource Development | Other: | Other: | | |
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