

LEADERSHIP ADVISORY BOARD:

EXTENSION ADVOCATES

EXTENSION'S MISSION:

To provide quality, relevant outreach and continuing educational programs and services to the people of Texas.

PROGRAM AREAS:

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

The Texas AgriLife Extension Service programs are overseen at the county level by Leadership Advisory Boards (LAB). A key responsibility for an Extension LAB is to serve as an advocate for Extension by helping explain its programs, provide long-term vision for the programs and develop resources for them in each county.

The LAB is responsible for the “big picture” of county programming.

The annual responsibilities of the Leadership Advisory Board include:

Reviewing the county Extension program’s mission and purpose and the local program’s goals, objectives and primary audiences served.

- Developing resources to ensure that high-quality programs can be implemented.
- Ensuring that legal and ethical integrity and accountability are maintained.
- Monitoring and strengthening the educational program.
- Enhancing the county Extension program’s public standing.

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

WHO ARE EXTENSION STAKEHOLDERS?

- Elected Officials
 - Business Leaders
 - Funding Sources
 - Community Leaders
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DEFINING ADVOCACY

By definition, an advocate pleads for or is in favor of something. Informally, all Extension volunteers, program participants, committee members, youth board and 4-H members continually serve as advocates of county Extension programs. However, because of the number and diversity of Extension programs, the LAB is designated to serve as a group of advocates in a structured and strategic manner.

In order to be successfully, advocates need knowledge of:

- Extension organization and programs
- Clientele needs and benefits received
- Funding sources and needs
- Government process and structure
- Roles of pertinent elected officials

Communication skills are also valuable for advocates to possess.

To SERVE AS ADVOCATES, LAB MEMBERS SHOULD BE:

- Well-informed about Extension and public issues
- Articulate your ideas and what Extension is about
- Believe in the value of Extension
- Recognize benefits to taxpayers

LAB MEMBER MESSAGE:

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