EXTENSION ADVISORY BOARDS -- WHAT'S THE PURPOSE?

1. Program advice
   - Select members based on ability to provide program input
   - Focus meeting primarily on gathering input from members about program needs and priorities
   - Goal is to help set program direction

2. Political support
   - Members willing to exercise political contacts on behalf of Cooperative Extension
   - Focus meeting on (1) educating members of significant political issues and (2) defining anticipated impacts for the institution
   - Goal is to establish and maintain a political support group for Cooperative Extension

3. Fund raising
   - Goal is to increase contribution to the institution
   - Members are not usually involved in providing formal program input

4. Donor recognition
   - Selection based on level of contribution
   - Meetings primarily to recognize and update
   - Goals are to make the donors feel good and secure more donations
   - Meetings usually not designed for formal input

SELECT WISELY AND COMMUNICATE CLEARLY

Steps in setting up committees:
- determine purpose for the committee
- select members based on purpose
- keep the purpose and goals clear
- don’t ask committees to carry out multiple functions

INHERITING AN ADVISORY BOARD ...
- Review advisory board/committee history
- Determine leadership structure
- Understand board dynamics
- Determine if you can assume ownership
- Meet with board leadership to agree on your goals