



WORKING WITH YOUR WSU COUNTY EXTENSION ADVISORY COUNCIL

A Checklist for Counties

The WSU County Extension Advisory Council provides WSU Extension—a public organization—the network for citizen involvement in shaping our programming and in communicating to others (including policymakers) the importance of our work in local communities. Councils provide the opportunity for a diverse group of local citizens to learn from each other about the broad impact of WSU Extension’s educational programming and to help identify new partnerships and resources, and advocate for WSU Extension with decision-makers on the local, state, and federal level.

Basic points to consider regarding your WSU County Extension Advisory Council:

- Membership representation and rotation—The question needs to be asked, on a regular basis, “Who is not at the table? Who should be? Is your listing of council member names and addresses updated periodically?”
- Building relationship with policymakers—Does the council work with the WSU Extension staff to develop a strategy for building strong relationships with county commissioners and state legislators?
- WORQS reporting—Do you regularly report on the work of your Extension Advisory council?
- Issue identification—Are you viewing issue prioritization as an ongoing, dynamic process?
- Marketing—Are your advisory council members involved in marketing efforts of WSU Extension, the programs the agency delivers and the impacts of those programs on the community?
- Leadership development opportunities—Are you, and other staff members, working with the advisory council to identify leadership development opportunities for advisory council members?