

Friends of WSU Extension Information System

The need for a system of Friends of Extension is easily recognized. As past conversations have highlighted, Extension needs support on decisions affecting our ability to deliver educational programs. Efforts to develop this system are based upon the belief that when WSU Extension program stakeholders are informed with respect to pending decisions that will impact Extension programs these stakeholders, acting as informed citizens, will communicate their support for Extension to decision makers.

At our recent state-wide County Directors meeting we agreed that our beginning efforts to establish a Friends of WSU Extension Information System could benefit from the development and sharing of a list of talking points and actions which could be considered by County Directors when contacting individuals about this opportunity.

System Initiation

- ❑ County Directors in consultation with and assistance from County Faculty will identify local clientele who are willing to be part of an extension information system.
- ❑ Having identified potential individuals, County Directors would initiate contact to determine the willingness of the individuals to participate in the Friends of WSU Extension Information System. It is expected that individuals in this system will express support for Extension when they are informed of pending decisions that can positively or negatively affect the ability of Extension to deliver educational programs.
- ❑ When County Directors find individuals who are agreeable with being part of the system, directors will forward contact information to their respective district directors for inclusion in the database.
- ❑ The Extension Dean and Director's office will follow up with a letter of welcome and initial communication to the individuals.
- ❑ Expectations would be that each county work toward recruiting at least as many friends of extension as logical given geographic area or population base.
- ❑ County Directors should expect that over time new group members would need to be cultivated and recruited in order to maintain and strengthen the system.

What Can Friends of Extension Expect

- ❑ Their names and contact information would become part of a database.
- ❑ They would receive information regarding extension programs, accomplishments and pending decisions which may impact Extension.
- ❑ They would remain on the list as long as they wished to serve in the capacity agreed upon.

- ❑ Their contact information would not be used for purposes other than those agreed upon. (This does not guarantee that they would not be contacted for other University or Extension purposes, such as fund raising, but this list would not be the source of the contact information for these other purposes)
- ❑ They should expect that this relationship constitute a two-way relationship where Extension would expect to also receive input from group members. Extension may occasionally conduct surveys or seek input in other ways from the group.
- ❑ They should not be over whelmed with the volume of information coming to them. We would expect to provide for them standard Extension publications such as Focus. They should receive local county updates, impact sheets, and annual reports as developed by County Directors and local and area faculty. They would likely receive an occasional letter from the Dean and Director of Extension.
They should expect to receive legislative updates on Extension related issues when the legislature is in session and may receive specific email communication on time-sensitive issues during these sessions.
- ❑ They should be informed that this is a new and developing effort. That as it develops individuals may be invited to conferences, meetings, trainings, and other formats of interaction and information exchange.