



Getting Organized

Sample Agenda for:
Public Awareness Team (PAT) County Action Plan for 2004

These county teams will improve public awareness at all levels for UNH Cooperative Extension.

Overall Goal:

Through ongoing communications regarding Cooperative Extension's capabilities, programs and impacts, volunteers and staff will build positive relationships with legislators and key decision-makers resulting in increased public and legislative support and public awareness for the University of New Hampshire and UNH Cooperative Extension.

Note: It may take two to three meetings to accomplish the following:

Step 1

Get to know each other. The County Advisory Council chair should appoint a member to serve as chair of this sub-committee, in consultation with the County Office Administrator.

Step 2

Study the overall goal above and determine if you want to make it more county specific.

Step 3

Assess: List the county activities of the past two years that contributed to accomplishing the above goal. Rank each one from 1 to 3, with 3 being very effective to 1 being not effective.

Step 4

Brainstorm a list of activities to reach the above goal. (Review following examples.)

Step 5

Pick three activities you think the committee can accomplish successfully and affordably that will deliver strong, positive impact.

Step 6

Create Strategies: List target audiences for each strategy, the time line, the roles of those involved and how you will measure success.

Step 7

Implement the strategies.