Getting Organized

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

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.

4/2012