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| ***Benefits of Volunteers & Advisory Leadership*** |
| **Critical reasons for having a strong advisory leadership system for extension and the university** * Advocate for Cooperative Extension; marketing and public relations
* Citizen input; make sure programs are on target with the needs of the people
* Public awareness; help community understand Cooperative Extension
* Budget support and development
* Help with prioritizing programs
* Grassroots support
* Leadership growth and opportunities for volunteers
* Ownership of programs
* Connects university to citizens Fulfills the land-grant mission
* Keeps Cooperative Extension efforts on the cutting edge; makes goals and directions relevant
* Provides public policy support
* Provides vision for future program needs
* Promotes economical mind of the community
* Provides check and balances
* Provides a group of advocates to interpret programs Provides insight and outward perspective rather than inward
* Power up, not power down
* Advisory leaders can speak with conviction and credibility about what extension has done for them personally
* Places responsibility on the university to listen to expressed needs

**Benefits extension and the university receive from a strong advisory leadership system** * Local, financial, and political support
* Connectivity and empowerment
* Opportunity to challenge the status quo at the university
* Keeps programs from becoming stagnant
* Builds networks and partnerships
* Visibility of extension
* Local leaders can help university reach unreached audiences
* Nonpartisan support for public funding
* Enhances extension image in political arena
* Captures expertise of volunteers
* Public ownership from being part of the developmental decision making
* Empowered advisory leaders provide input we need and cannot live without
* Give a different perspective to staff
* Accomplish more by expanding paid staff abilities
* Builds support in community
* Liaison with government officials
* New programming ideas

**Benefits volunteers receive from participating in a strong advisory leadership system for extension and the university** * Gives a sense of purpose, ownership, and a chance to grow
* Professional networking
* Opportunity for volunteer to make a difference in their community
* Feeling of being a part of a larger institution
* Sense of belonging, accomplishment, and self worth
* Leadership development transfers to other community leadership roles
* Recognition for their influence and leadership
* Lifelong learning
* Provides a broader view of extension and program relevance
* Builds self confidence

*From Strengthening Extension Advisory Leadership in the Southern Region, a Southern Region Extension Advisory Leadership Conference held in Charlotte, N.C., May 3-5, 2001* |
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