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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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