



Programming Function of Advisory Leadership

Objectives:

- ✓ Advisory leaders will be able to identify three advisory leader roles in programming.
- ✓ Advisory leaders will list people and groups in their personal network that may be useful to the advisory council.
- ✓ Advisory leaders will discuss ways they can intentionally use their network.

Advance Preparation:

- ✓ Prepare for PowerPoint presentation and secure equipment to project or make transparencies
- ✓ Make copies of Handouts:
 - "Questionnaire on Program Development"
 - "My Network"

Materials Needed:

- ✓ One copy of Handout "[Questionnaire on Program Development](#)" per participant
- ✓ One copy of Handout "[My Network](#)" per participant
- ✓ [PowerPoint: "Advisory Leader's Role"](#) visuals or transparencies (and notes pages)
- ✓ Overhead projector or LCD projector
- ✓ Flip chart, easel and markers
- ✓ "My Network" Handout

Time Needed: 45 minutes

BACKGROUND

Programming is the process of collaborative decision making on educational program direction. The county or local unit is traditionally the center for programming. The elements of programming include the learner, the teacher, the context and the content. The advisory leadership

system is a key component of the process because they bring the perspective of the learner and help define the context and content for programs. County Agents represent the teacher and also have information on content and context to contribute. They receive trend information relative to each program area from State Specialists as well as collect trends in the county. County advisory groups use that information, plus locally collected trends and needs of clientele to collaboratively determine program direction and priorities.

The programming function of advisory leadership keeps extension on course. It is through this linkage to grass roots through leaders of various customer groups that extension remains relevant, responsive, and focused on its mission. Advisory leaders not only express needs of customers, they also help tailor programs specifically to meet the audience needs. Knowing the characteristics and understanding of the needs of customers is a vital role for advisory leaders.

The primary elements of program development are:

- Planning
- Design and Implementation
- Evaluation and Accountability

INTEREST APPROACH (15 minutes)

- Distribute the Handout "Questionnaire on Program Development" and ask them to answer the four questions individually. Then ask them to find a partner to share their answers with and decide on the team answer.
- Draw an answer for one question from the first pair. Then move around the room to get the others answered drawing from members their experience with the question.

LESSON (20 minutes)

- Use the PowerPoint "Advisory Leader's Role" to do a mini lecture on programming. Use the notes pages to guide you in the presentation.
- After the presentation, ask the group to identify advisory leader roles. Write on flip chart.
- Ask leaders to select a partner for this exercise. Give everyone a copy of the Handout "My Network". Ask each leader to interview their partner and fill in information on the handout.
- Ask each person something interesting they learned about their partner's network that may prove useful to the advisory council's work.

APPLICATION (10 minutes)

- In small groups of four, ask advisory leaders to list ways they

could intentionally seek input from their networks. What question(s) would be appropriate to ask feedback on?

- Ask each member to select one person or group from their network to interview before the next meeting.

REFERENCES

Seevars, Brenda, D. Graham, J. Gamon, and N. Conklin. 1997. Education through cooperative extension. Delmar Publications, Albany, NY, pp. 91-92.

Mustian, RD., R.T. Liles and J.M. Pettitt developed for Boone, Edgar J. 1988, Working With Our Publics, Module 2: The Extension Education Process. North Carolina Agricultural Extension Service and the Department of Adult and Community College Education, North Carolina State University, Raleigh, NC.
