

## Building Sustainable Extension Advisory Councils: Steps to Recruiting and Engaging Members

### Objectives:

- ✓ Participant will learn a model for building and sustaining an advisory council.
- ✓ Participant will learn the value of building a diverse group.
- ✓ Participant will learn tips to recruiting members.
- ✓ Participant will learn tips for each step of the council development cycle.

### Advance Preparation:

- ✓ Review the abstract and background information.

### Materials Needed:

- ✓ Laptop computer and projector

**Time Needed:** 1 hour

**NOTE:** *The most sustainable groups – those whose members are deeply committed to the organization’s mission, who brings expertise in key areas, and who represent diverse points of view – evolve over time through careful planning.*

**INTEREST APPROACH:** Ask the group to individually add 98 plus 98 and give you an answer later when you ask for it. Now ask for the answer and various techniques they may have used to get the answer. (Some will have to use paper while others will be able to do it in their head). Some possible techniques used might be adding 100 and 100 and then subtracting 4 to get 196. Some might add 90 plus 90 and then 8 plus 8, then total 180 plus 16 to get 196. Some might multiply 98 by 2, etc.

Explore other approaches used to get the answer. Ask if anyone sought help. Point out that there are many approaches, methods, etc., that we use based on our skills, our backgrounds, and experiences. Emphasize that there are differences in the way we can address a common goal.

Now ask the group to add 198 plus 198. Explore methods for getting the answer. Explore if anyone changed methods since learning another method from someone earlier. Ask if they see the need for working together as the task becomes harder.

Other observations can be made. Bottom line – we can learn from others and we need to engage different minds, skills, backgrounds, experiences, etc., to solve the hard issues we face.

**LESSON:** Introduction – Ask the group to discuss different councils or boards they have served on and the level of “engagement” they had had on a scale of 1-10.

←—————→  
1 low level      10 high level

Lesson – Discuss and show PowerPoint.

**APPLICATION:** Ask participant to think of a board/council in which they are involved and which level of development they could make an effective change.

**REFERENCES:**

BoardSource (formerly National Center for Nonprofit Boards, [www.boardsource.org](http://www.boardsource.org))

Kentucky Advisory Council System web site, <http://ces.ca.uky.edu/advisorycouncil/>,  
[ralph.prince@uky.edu](mailto:ralph.prince@uky.edu), (270) 365-7541, Ext. 220

Nonprofit Leadership Initiative at the University of Kentucky, [www.kynonprofits.org](http://www.kynonprofits.org),  
[danielle.clore@uky.edu](mailto:danielle.clore@uky.edu), (859) 257-2542

# BUILDING SUSTAINABLE EXTENSION ADVISORY COUNCILS

Your help is needed in providing vital feedback on the **SEAL Curriculum** you have just completed. Please take a moment to complete this survey.

For each of the topics listed below, in the LEFT column, circle the ONE number that best reflects your LEVEL OF UNDERSTANDING before the **SEAL Curriculum**. Then, in the RIGHT column, circle the ONE number that best reflects your LEVEL OF UNDERSTANDING after the **SEAL Curriculum**.

## LEVEL OF UNDERSTANDING

Poor  
1
Average  
2
Good  
3
Excellent  
4

Level of Understanding	<i>BEFORE</i> the Program				<i>AFTER</i> the Program			
Understand model for building and sustaining an advisory council.	1	2	3	4	1	2	3	4
Understand the value of building a diverse group	1	2	3	4	1	2	3	4
Understand tips to recruiting members	1	2	3	4	1	2	3	4
Understand tips for each step of the council development cycle	1	2	3	4	1	2	3	4

**Intentions.** For the following behaviors, check the box that describes what you plan to do as a result of the **SEAL Curriculum**.

Behavior Change	Yes	No
Will you use the model for building and sustaining an advisory leadership?	<input type="checkbox"/>	<input type="checkbox"/>
Will you use the tips to recruit members?	<input type="checkbox"/>	<input type="checkbox"/>
Will you use the tips for each step of the council development cycle?	<input type="checkbox"/>	<input type="checkbox"/>

**Satisfaction.** Check the box for the statement that best describes your thoughts concerning the program.

Satisfaction	Strongly Disagree	Disagree	Agree	Strongly Agree
The subject matter was timely for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The speakers were effective.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information was practical to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can go and use the information I learned today in my organization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, this was a very educational program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**What is the most significant thing you will apply (feel free to list more than one)?**

**Do you feel like what you learned provides you the ability to lead more effectively? (Circle the best answer)**

YES

NO

- Please explain your answer or provide an example.

**Please provide any additional information on the back.**

*Thank you very much for your time!!!*