

Communicating Impact of CES Programs ABSTRACT

Advisory Council members are often asked to speak for Extension. They are asked to share with community leaders and government officials the value of Extension programs. It is important that they have the tools they need to communicate effectively.

This module focuses on increasing the understanding of Advisory Council members regarding the influence they have on the public's perception of Cooperative Extension Programs. Topics include communicating the relevance, response and results of Extension programs and improving writing skills.