



## Strategies for Achieving Impact

### Lesson Author(s) and Institutional

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**Abstract:** See attachment

#### Objectives:

- Participants will be able to identify effective strategies to empower advisory council members to move to action

#### Advance Preparation:

- Review the PowerPoint presentation. Bring one or two examples of advisory council impacts that are relevant to your county or state
- Laptop computer and projector
- Ask one or two advisory council members to share their experience in working on projects that resulted in improving the organization
- Prepare to lead the audience in a discussion to develop action strategies

#### Materials Needed:

- Easel, flip chart and markers
- Strategies for Achieving Impact PowerPoint presentation

**Time Needed:** 1 hour

### BACKGROUND

Advisory councils are a great resource to Cooperative Extension. The effectiveness of an advisory committee can be measured through its level of involvement and activities. Committees normally meet two to six times a year to offer advice that leads to the organization's improvement. Some committees only provide advice while others are actively involved in projects or activities beyond the meeting room. Advisory council members who are engaged in activities tend to share a sense of ownership and are more likely to continue to offer useful advice and support (Teitel 1994).

Teitel reports the effectiveness of advisory councils are difficult to measure because some are formed because of mandates and exist only on paper and some are satisfied with meeting once a year just to say nice things about the program. In addition, there are very few studies that measure the effectiveness of advisory councils and not everyone agrees on a single definition of effectiveness. However, Teitel did report that effective advisory councils were comprised of knowledgeable and committed individuals who had regular meetings. The advisory councils were engaged and had a sense of ownership. Also, the roles of effective councils were clear, consistent, and well communicated.

## **INTEREST APPROACH (5-7 minutes)**

Divide the participants into groups of three. Give each group one large sheet of paper (easel size) and a marker. Ask the groups to take two-three minutes to plan a seven day vacation. Those are the only instructions they are to receive. The groups are to select a reporter to present their plan.

**Point:** While there is no correct answer, each group had its own strategy for planning the vacation and listing as many details as they like. They also had the liberty to involve some or all of the members. Advisory councils share some commonalities, however, each council have the liberty to control its level of involvement beyond the meeting table.

## **LESSON**

Introduce the advisory leaders that will take part in the presentation.

Review objectives of the lesson on the Powerpoint presentation slide 1.

Ask the group to share 3-5 signs of an ineffective advisory council.

Discuss and show the remaining slides.

## **APPLICATION**

Ask participants to work in groups to develop a list of strategies that will move council members to action. Have the group to identify at least one project that they may want to explore.

## REFERENCES

Groff, Judy (2003). Seal 2003 Training Curriculum. Being an Advocate.  
<http://srpln.msstate.edu/seal/03curriculum/index.html>

Groff, Judy (2003). Seal 2003 Training Curriculum. Relationship Marketing.  
<http://srpln.msstate.edu/seal/03curriculum/index.html>

Teitel, Lee (1994). The Advisory Committee Advantage. Creating an Effective Strategy for Programmatic Improvement.  
<http://www.ericdigests.org/1995-2/advisory.htm>

Staton, Joy (2005). Advisory Leadership System Operations Manual.  
<http://als.ces.ncsu.edu/>

## POWERPOINTS

## EVALUATION

### Tips for Using this with your Council

- This box can be dragged to any section of the lesson where appropriate and made any size.