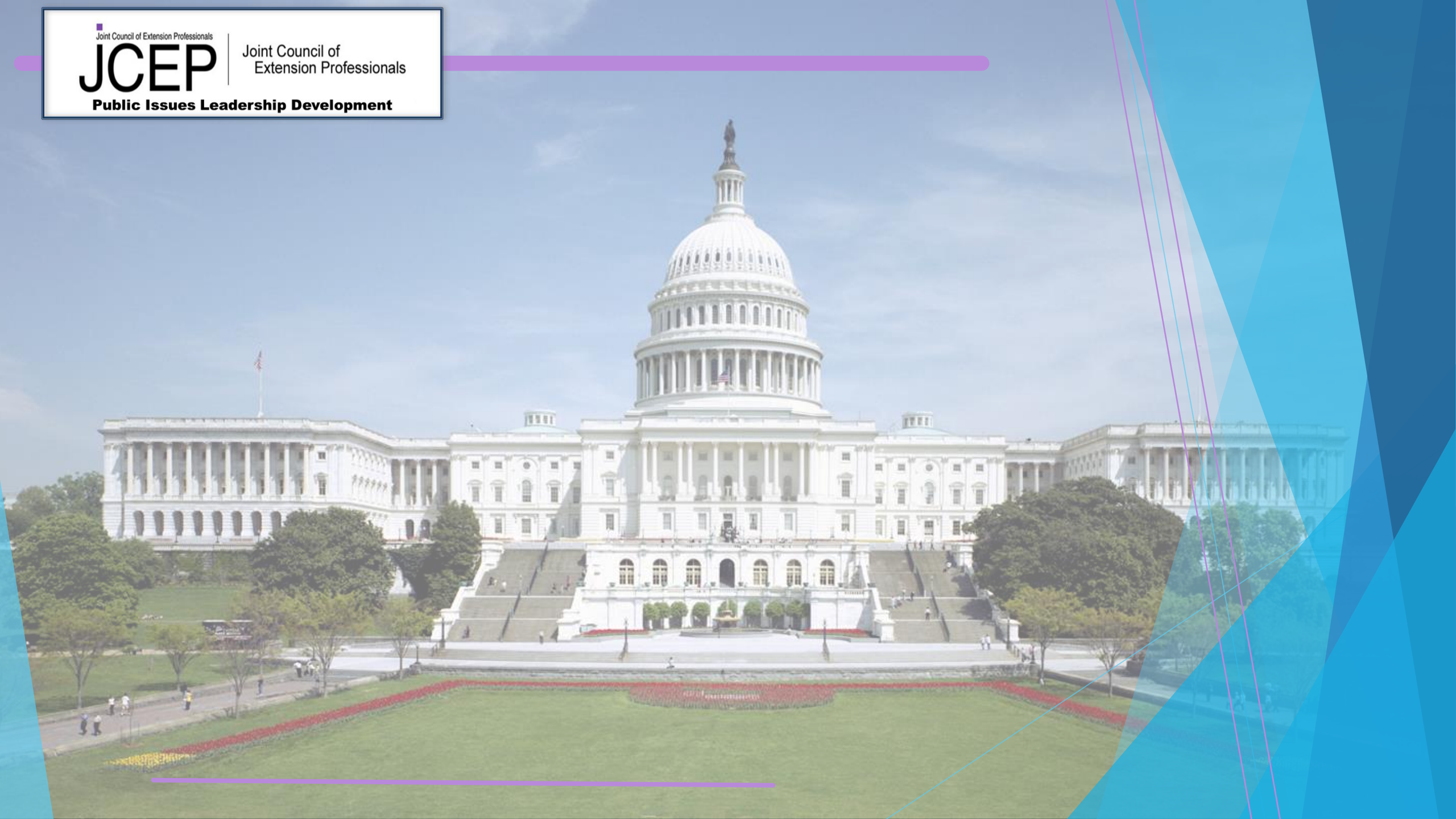


Joint Council of Extension Professionals
JCEP

Joint Council of
Extension Professionals

Public Issues Leadership Development



Overall Themes

Politics is the art of controlling your environment.

Hunter S. Thompson

Stakeholders - Constituents are more important than lobbyist

Strategy - Know the district: The issues and the people

Solutions - Be creative, innovative, and ubiquitous

Know the rules

I followed the rules, and I was a high achiever.

Daniel Greenberg

Governing Authority - Who sets your universities priorities

Designated Lobbyist - Who is allowed to speak for the Extension and in what context

Know your role - Difference between advocating as an individual and speaking on behalf of the organization

Key Influencers

The key to successful leadership today is influence, not authority.
Ken Blanchard

People - Community leaders, donors, constituents

Organizations - Industry and trade groups

Governments - Other elected and appointed officials

Strategy

*However beautiful the strategy,
you should occasionally look at the results.*

Winston Churchill

Geography - Population, Districts, Leadership

Issues - Statewide and specific interest groups

Context - Understand the overall political trends

Timing - The right place and the right time

Extension Attributes -

The land-grant university system is being built on behalf of the people, who have invested in these public universities their hopes, their support, and their confidence.

Abraham Lincoln

Solution Oriented

Partnership Driven

Academic Objectivity

Tactics / Ideas-

Tactics mean doing what you can with what you have.

Saul Alinsky

Thank you

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