LEADERSHIP ADVISORY BOARD:  
EXTENSION ADVOCATES

EXTENSION’S MISSION:
To provide quality, relevant outreach and continuing educational programs and services to the people of Texas.

PROGRAM AREAS:
Agriculture & Natural Resources  
Family & Consumer Sciences  
4-H & Youth Development  
Community Development

THE COUNTY PROGRAM’S COMMITMENT TO LAB:
Provide you with the knowledge base to serve as an advocate  
Provide you with tools and resources to market the county Extension program  
Develop your leadership skills

WHO ARE EXTENSION STAKEHOLDERS?
• Elected Officials  
• Business Leaders  
• Funding Sources  
• Community Leaders

DEFINING ADVOCACY
By definition, an advocate pleads for or is in favor of something. Informally, all Extension volunteers, program participants, committee members, youth board and 4-H members continually serve as advocates of county Extension programs. However, because of the number and diversity of Extension programs, the LAB is designated to serve as a group of advocates in a structured and strategic manner.

In order to be successfully, advocates need knowledge of:
• Extension organization and programs  
• Clientele needs and benefits received  
• Funding sources and needs  
• Government process and structure  
• Roles of pertinent elected officials

Communication skills are also valuable for advocates to possess.

For more information on Volunteerism within Texas AgriLife, please visit:  
http://od.tamu.edu
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<tr>
<th>To serve as advocates, LAB Members should be:</th>
<th>LAB Member Message:</th>
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<tr>
<td>• Well-informed about Extension and public issues</td>
<td>• <em>Education</em>—Extension is an educational institution</td>
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<td>• Articulate your ideas and what Extension is about</td>
<td>• <em>Access</em>—Extension is the door to the university and its resources</td>
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<td>• Believe in the value of Extension</td>
<td>• <em>Relevance</em>—Extension still helps people improve their lives</td>
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<td>• Recognize benefits to taxpayers</td>
<td>• <em>Linkages</em>—Federal/state/county partnerships</td>
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