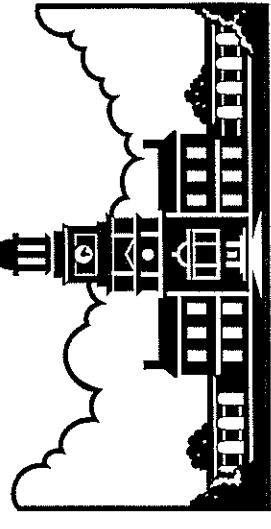


Working with County
and Local
Governments



Northeast Extension Directors Meeting

Washington, D.C.

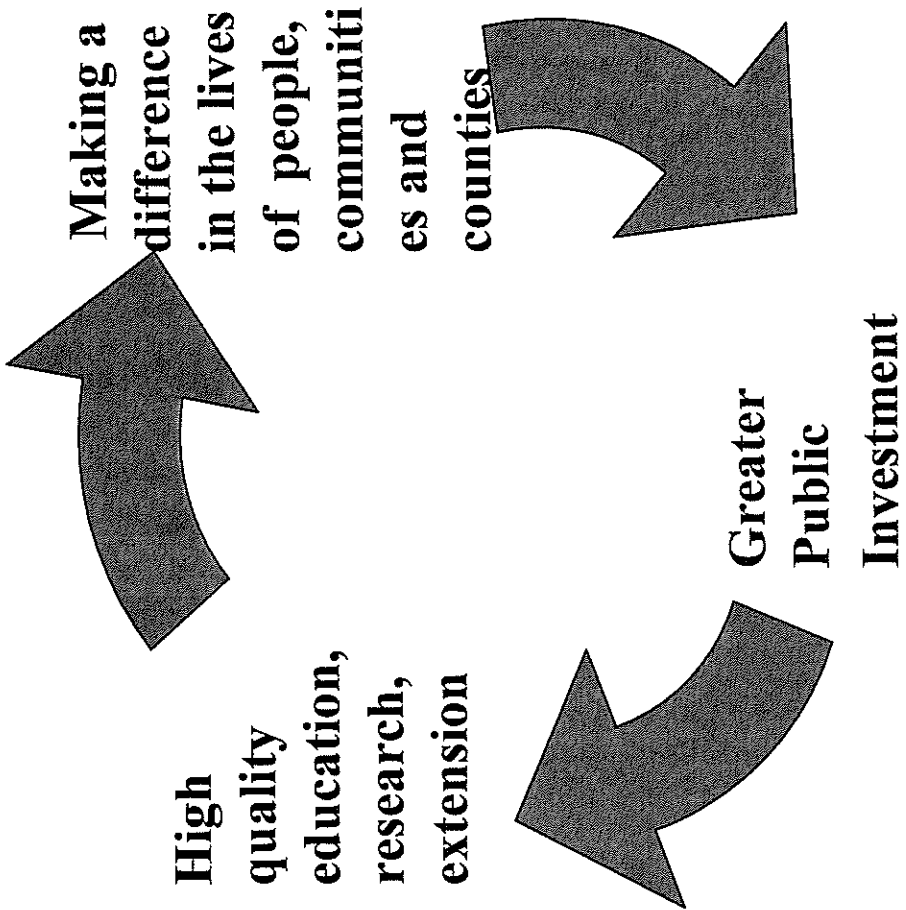
Jan. 29, 2009



“All Politics is Local”

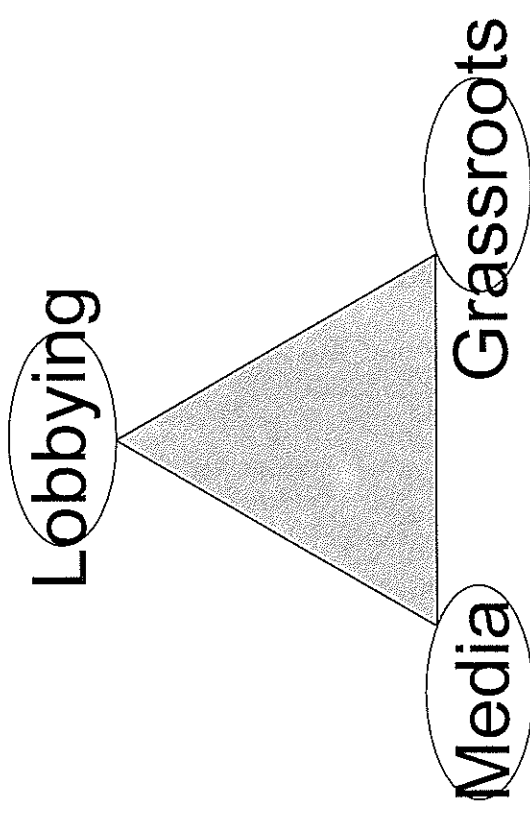
... Tip O'Neill, former Speaker of the House

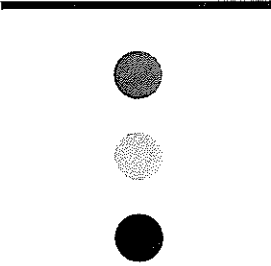
The "R.O.I." Cycle



Approaches to Advocacy with Local Government

- o Define problem/opportunity
- o Set goals
- o Frame key messages
- o Manage messengers



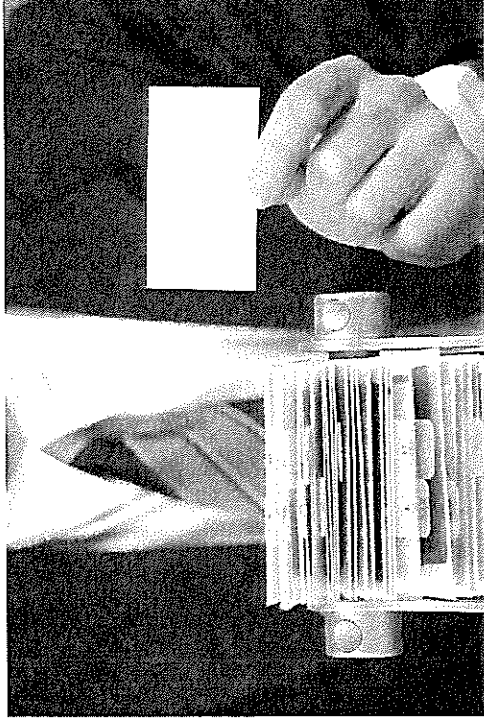


A “local politics” litmus for land grant programs/services

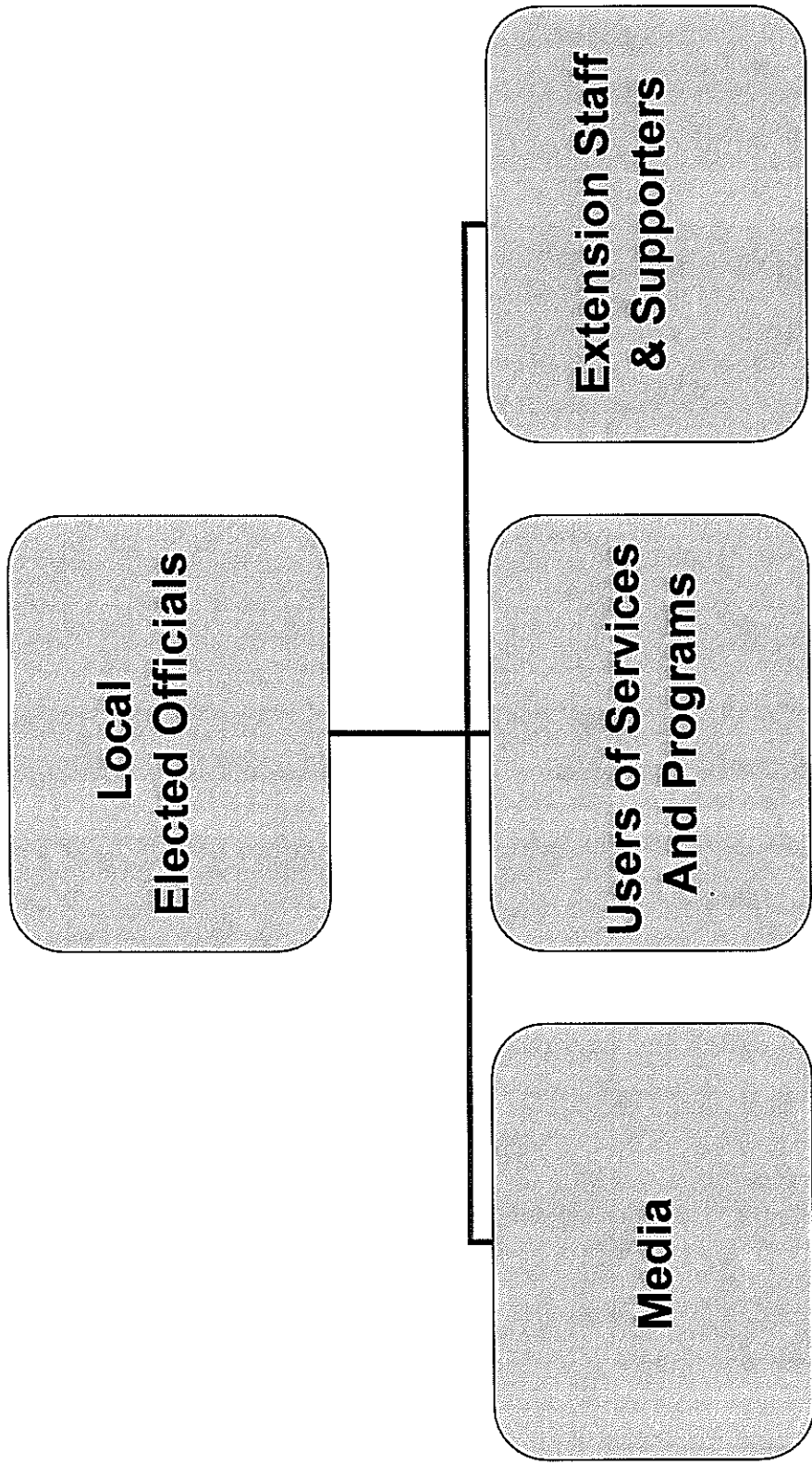
- Have you demonstrated the “public value” in terms of benefits (not features) for constituents of local elected officials?
- Have you given evidence of leverage, collaboration, partnerships and fiscal responsibility?
- Have you made this case as part of an on-going, sustainable community impact?
- Have you framed your case in terms of “what’s in it for him/her as a local elected official?”

It's All About Relationships

- o Know the players
- o Keep them informed
- o Keep them involved
- o Keep them happy



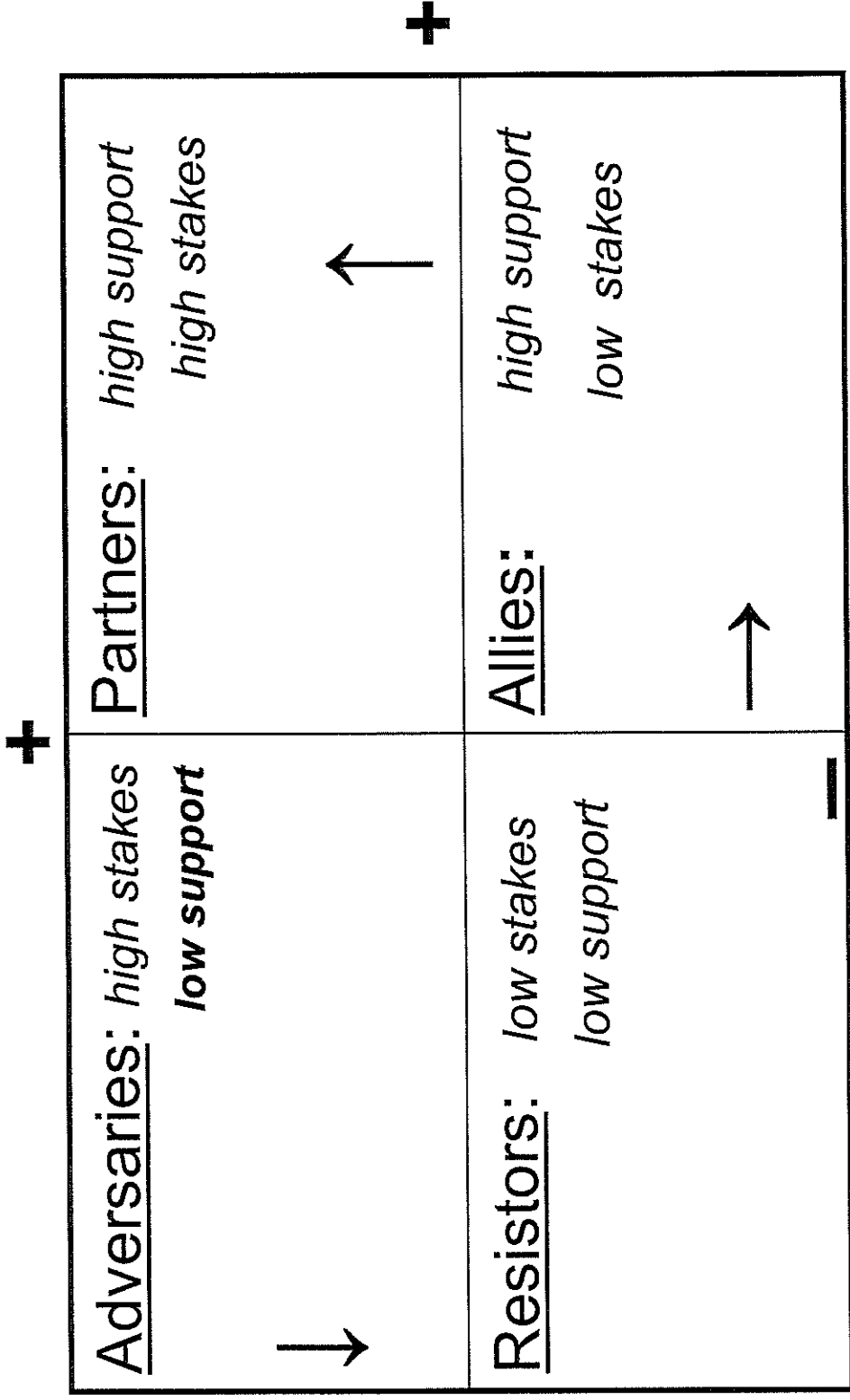
*Winning Local Government Support
for Extension*



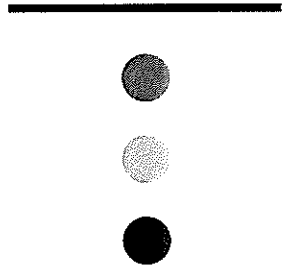
Local Stakeholder Analysis

High Influence & Easy Access	High Influence & Difficult Access
Low Influence & Easy Access	Low Influence & Difficult Access

Mapping Stakeholders

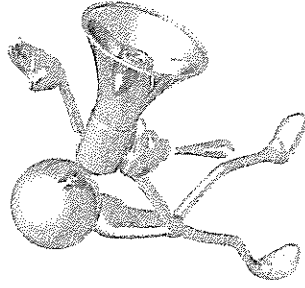


Beyond Bureaucracy : The Public Strategies Group, Inc.



**“If communication is not
your top priority, all other
priorities are at risk”**

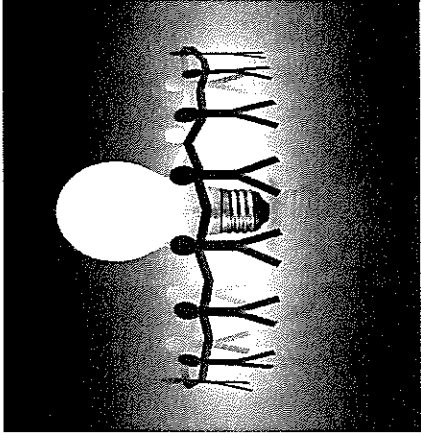
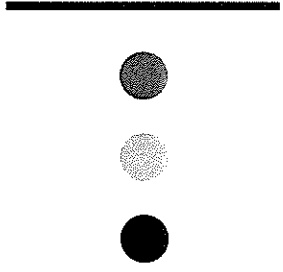
.....The Aronson Partnership, Inc



Local & County Elected Officials...

- o Care about issues that affect their people, especially *their people*
- o Have to know a little about a lot in a short timeframe
- o Have access to lots of information, but not much time to use it
- o Talk to many people about the same issue
- o Pride themselves in being problem solvers





**“Never doubt that a small group
of thoughtful, committed citizens
can change the world.**

**Indeed
it's the only thing that ever has.”**

---Margaret Mead



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