



Abstract

Building Partnerships and Communicating with Policymakers

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Advisory council members are often asked to assist in building partnerships and communicating with policymakers. The purpose of this lesson is to review the strategies for establishing support for the Cooperative Extension Service within a changing environment. First, it is important to understand the changing political situation. Second, advisory council members must be universally knowledgeable about the Cooperative Extension Service and be adept at participating in long range strategies that include action plans for communication at each political level.