

# ANR Cooperative Extension Risk Assessment

## Risk Categories

### ANR/CE's Identity

**General Description:** The risk associated with ANR/CE losing its identity and relevance to clientele, the University, and supporting governments, in part due to lack of organizational cohesiveness and lack of responsiveness to clientele needs.

#### Specific Examples:

- A. Relevance and Responsiveness to Clientele Needs
  - 1. Loss of program support from clientele because of too much research and not enough extension.
  - 2. Loss of relevance to clientele.
  - 3. Clientele may misunderstand our mission, become dissatisfied and escalate complaints.
  - 4. Risk of not meeting clientele needs or expectations.
  - 5. Identifying changing needs of farmers, industry, and other clientele as the urban-rural interface shifts.
  - 6. Risks associated with being apolitical or neutral - e.g. not being at the table.
  - 7. Risk of trying to be everything to everyone resulting in UCCE being irrelevant.
  - 8. Risk of allowing research to become testing (on a fee basis) to meet clientele needs.
  
- B. Identity Promotion & Recognition by Governments, U.C.
  - 1. Being peripheral to County government, affecting communication.
  - 2. Loss of relevance to USDA and potential for losing funding sources.
  - 3. Risk of "getting lost in the system" i.e., ANR is a small part of UC -- Lack of ANR/CE identity within UC.
  - 4. Risk of losing identity as an organization in collaborative efforts with communities and agencies.
  - 5. Lack of organizational cohesiveness.
  - 6. Understanding and communicating ANR's role - education not regulation.
  - 7. Loss of identity because of reliance on other agencies to extend information.