

# **ANR Cooperative Extension Risk Assessment Best Practices**

## **ANR/CE Identity**

### **A. Relevance and Responsiveness to Clientele Needs**

1. Communicate benefits of research-based extension work
2. Participate in UC Program Advisory Committees and involvement of external constituents in ANR strategic planning
3. Identify the changing needs of clientele
4. Maintain strong relationships with local government and clientele
5. Focus on core competencies
6. Focus on research rather than routine commercial testing

### **B. Identity Promotion and Recognition by Governments, U.C.**

1. Promote identity internally within University
2. Foster proactive government and external relations
3. Implement and comply with UC/ANR logo usage policy
4. Refine the ANR identity for Regents/UC lobbying efforts
5. Stress that UCCE is part of the University system
6. Inform and educate county administrators about the tripartite relationship between UC, USDA and County
7. Delegate key administrative responsibilities to 4-H staff, not volunteers
8. Acknowledge that ANR identity is important for internal communications and political lobbying at the state legislative level
9. Adopt the UCCE logo statewide, encourage all staff to utilize UCCE identity when preparing material for distribution
10. Promote UCCE using our seal at county offices and at all county level functions; encourage advisors to introduce themselves using UCCE
11. Insist on top-billing in collaboration, if appropriate
12. Train all staff on identity issues and how best to reinforce perceptions
13. Establish UCCE as a link on the homepage of every UC campus web site
14. Change local telephone book listing to say University of California Cooperative Extension, not Farm and Home advisors or other permutation
15. Increase public service advertising by UCCE
16. Establish strong linkages with local government and clientele