

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

## **Competition**

### **A. Communication**

1. Communicate benefits and successes of UC research-based extension work
2. Create and communicate unified identity via logo, etc.
3. Sponsor community awareness meetings
4. Cultivate awareness of UC's contribution to the research/public service arena
5. Explain the benefits of CE programs versus Continuing Education or Extension programs. Articulate what makes UCCE different – what our “niche” is
6. Use information in Advisors' program reviews to highlight accomplishments. Have Administrators, including Program Leaders, disseminate accomplishments
7. Develop mechanism/process for sharing success with each other and with the public

### **B. Collaboration**

1. Collaborate with other agencies rather than compete
2. Only compete when UC has an expertise to offer
3. Follow true collaboration model, wherein the group achieves rather than the individual organization

### **C. Other**

1. Use our assets to promote UCCE programs
2. Ensure that UC-based programs are associated with UC
3. Allocate resources appropriately and avoid overloading with too many programs/activities
4. Focus on core competencies
5. Ensure that projects are consistent with UC and ANR mission and strategic plan