

What should I work on? You will likely be faced with a number of possible issues and identified clientele needs to resolve in your community. Consider the importance of each of the following in helping you set your priorities.

UC ANR Considerations

- [Strategic Vision 2025](#)
- [Public Values](#) and [Condition Changes](#)

Individual's Considerations

- Your job description
- Your expertise/something you can be the expert in
- Collaborations
- Quick, relevant results that can promote your visibility
- Funding and resources available



Other Organization Considerations

- Level of support from political and other local leaders and organizations
- Local perspectives, dynamics and priorities
- Comparative advantage of UC ANR or potential synergies with other organizations

Clientele (Audience) Considerations

- Clientele awareness and perceptions of the issues
- Percent audience affected
- Extent of the problem - catastrophic, low loss, etc.
- Frequency of the problem

“Solution” Considerations

- Type of problem - technical, economic, or political
i.e., do you need to address a technical issue, a political issue, or an economic issue? The appropriate solution will look very different and may or may not have a feasible solution.
- What's the state of the science? Is there enough known for you to make progress?
- Probability of successful resolution (i.e., probability of an economically feasible solution)
- Potential for impact?
- Other.....?