Lessons Learned:

There are residual implementation matters we are committed to resolving and future ways we want to work together as a stronger, cohesive team:
- Early in the process, county hires sorting out, system and relationships still evolving.
- Promote and expect increased interaction between the “field” and “campus”.
- Internal communications (field, campus, REEDs, counties) still evolving.
- Better define points of contact and the process for developing appropriate marketing material.
- Provide further clarity in role definition of ANR specialists.
- Work with all our colleagues to clarify “who does what” including REEDs.
- Regional teams are effective where they have formed to help networking.
- Need E-mail distribution lists.

Clients:

(a). Databases
- Many databases are maintained by specialists and others by counties. There are also numerous situations where the client, end user or key influencer information is maintained elsewhere. We are working to bring this together.
- How to identify and cultivate key clients in new area with limited local presence.

(b). Program priorities and areas of focus
- Diverse audiences, but we must focus.
- Leverage our research base (and of other relevant researchers).
- Address areas and issues where there is a void and we have advantage.
- Increase our efforts to "train the trainers" and migrate to "train the leaders"
- We will increasingly work in a cross discipline, multi-discipline manner to deliver "issues" based programming
- How to do needs assessment to identify client driven needs and targets important and relevant to our end users.

(c). Future Clientele
- There is a deep well of opportunity.
- Tech savvy, better connected, younger clients grew up in digital age
- Much of demand regulations driven
- How to evaluate, "acres or eyes", impact,

Characteristics of an Extension Educator:

- Ability to extend knowledge and information in an adult friendly, learning environment.
- Ability to balance client interaction between face to face AND electronic methods.
- Deliver perspective with an outcome in mind.
- Skilled in managing: time, projects, teams, multiple activities
- Establish relationships and facilitating networks with partners, peers and clients and willing to have repeated interaction to achieve a behavioral change or long term impact.
- Respected, relevant, educator, marketer
- Has enough support to use time and skills effectively
- Be flexible, good listener
- Be at the top of our game in knowledge and subject matter to be the thought leader.
- Has the capacity to get at the "real" issue...knows how to ask the engaging question.
- Understands the salient, relevant information clients and end users consider in their decision making.
- Be a member of an inter-disciplinary team that plans, develops, and delivers educational activities that address current and emerging issues.