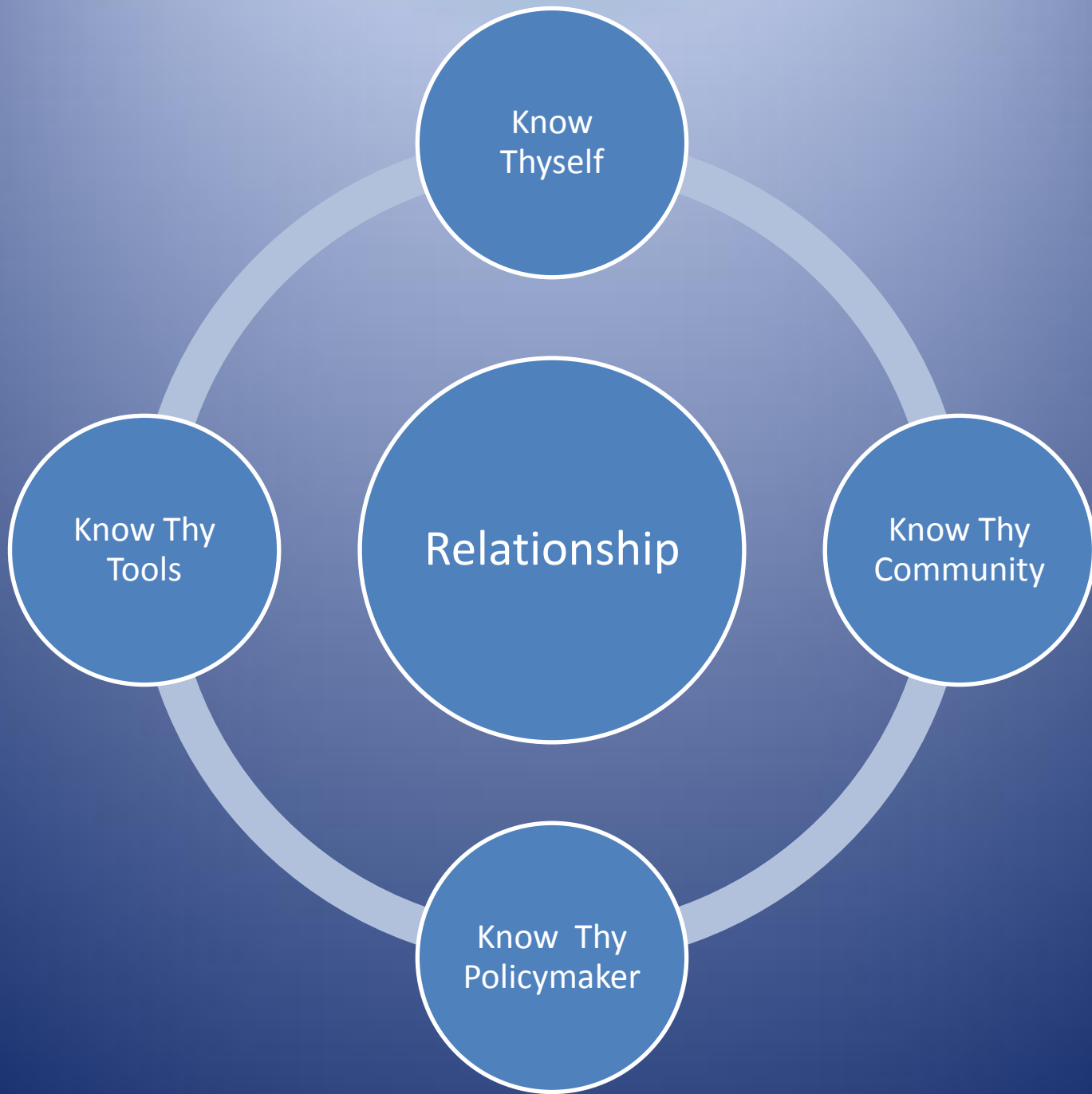





Developing Relationships with Policy Makers

March 12, 2013







Know
Thyself

- Develop a 30 second intro
 - Your name and city of residence
 - Your business/employer
 - Be sure to include that you are a member of the MSU Extension & AgBioResearch State Council or a District Extension Council
 - What is your unique connection to MSU Extension and/or AgBioResearch
 - Thank them for their time
- Know why Extension and AgBioResearch are important to you
- Be prepared to offer specific impacts on your family, neighborhood, community and/or business as a result of your interactions with MSUE and MSU AgBioResearch

- What are your community's assets?
(Employers, natural resources, non-profits)
As part of this discussion on key assets, be prepared to explain (in one or two minutes) what Extension and AgBioResearch are and the connection between the two organizations along with why you believe they are valuable community assets.
- What are the critical community issues, and how do they connect to Extension/AgBioResearch programming?
- Describe two or three of the most significant Extension programs currently being conducted in your community?
- How does MSU AgBioResearch impact your community/area of the state?



Know Thy
Policymaker

- Who are your policymakers
- General background: family, education, interests.
- What are their policy interests?
- What are they currently working on?
- What committees do they sit on?
- How do they interact with Extension programs?

- www.michiganlegislature.org
- District Meetings
 - Coffee Hours
 - Open House/Office Hours
 - Special Meetings
- Local newspaper
- Get to Know Office Staff / First Name Basis
- Know how they prefer to communicate
 - Email, phone, in person



Know Thy
Tools



- Websites

www.msue.msu.edu

State Council Page is under the
“About” tab/leadership link on the MSUE website

<http://agbioresearch.msu.edu/>

www.MiSpartanImpact.msu.edu

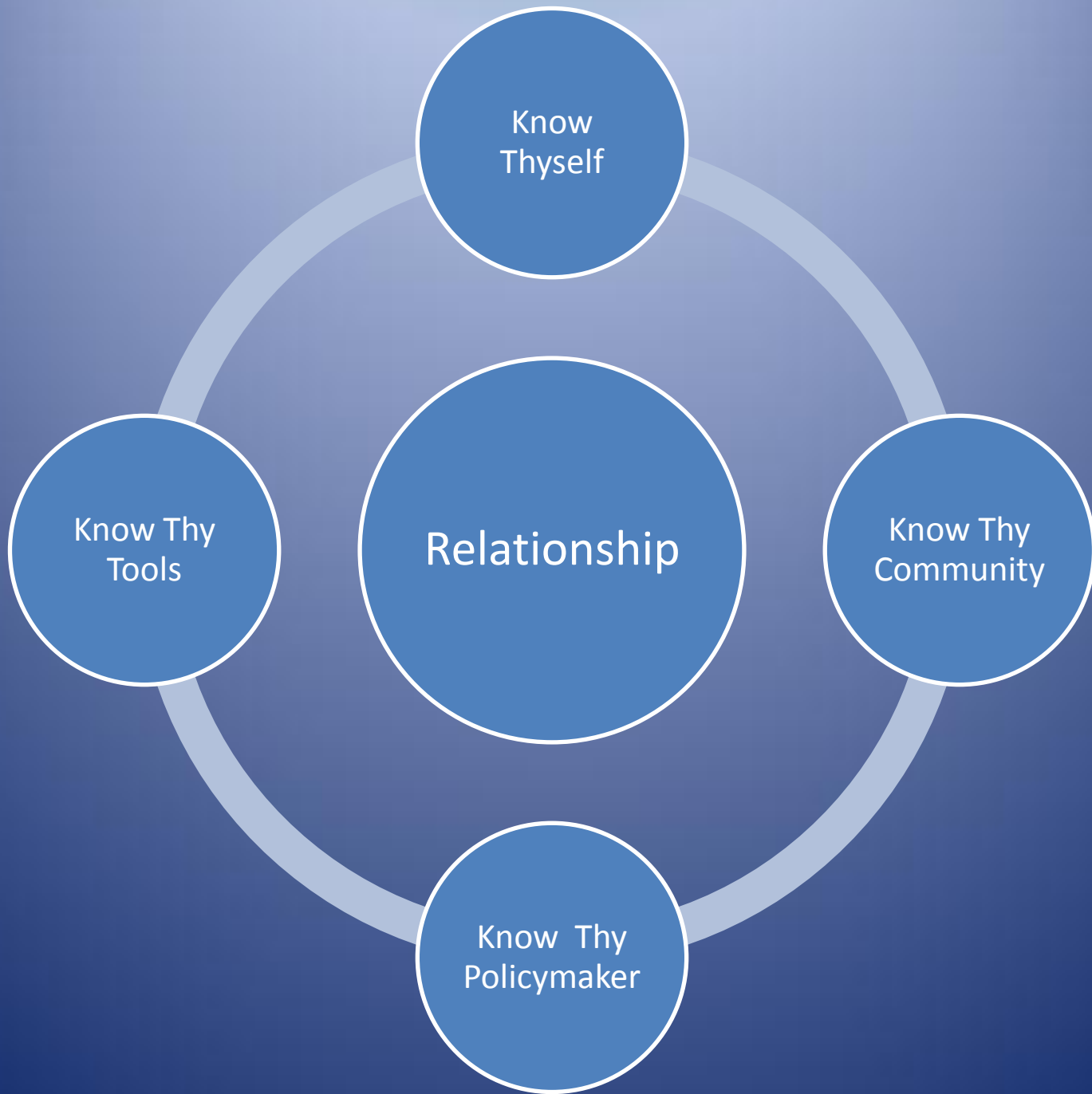
- Special Updates and/or Talking Points
- Director Coon’s Weekly “Spotlight”
- AgBioResearch “Future’s Magazine”/ Annual Report and Quarterly Newsletter
- Local Extension/Research Center Staff and Councils
- Council Notebook

The GOAL...



Relationship

- Policymakers and staff know you by name
- You have each other's cell numbers
- They call you when working on policy issues that require your expertise
- Its ok to show up at times and NOT talk about Extension or AgBioResearch



Questions?

