

# **Agriculture and Natural Resources Extension Program Area (ANRE)**

## **Visioning Purpose and Process Guidelines**

### Visioning Outcomes

The primary outcome is:

- County leaders (executives, administrators, finance and extension education committee members) will make informed decisions about future extension education programming in the agriculture and natural resources area.

Other outcomes that will result from this process include:

- An arms-length assessment will be developed of how leaders/critical thinkers/visionaries envision the county's future rural landscape.
- An arms-length assessment of how these participants envision agriculture/horticulture in their county will be developed.
- An arms-length assessment of the ANRE educational programming needs based on the previous two outcomes will be developed.

### General process

1. County agriculture agent and ANRE program leaders develop specific plans for the local outcome and process.
2. Establish county extension committee, county board, and if appropriate the county executive buy-in into the process.
3. County agriculture agent works with county office colleagues and county extension committee in identifying leaders/critical thinkers/visionaries that are representative of the county. The planning matrix found in "Cooperative Extension Program Planning in Wisconsin" will be used as a guide to help insure broad representation including gender, user/non-user, age, race/ethnicity, geographical and farm/non-farm individuals.
4. County demographics affecting agriculture are gathered.
5. Extension Committee sends an invitation letter to participants with a follow-up phone call to obtain a commitment to be involved in the session.
6. Conduct session at a time and date to accommodate the majority of participants.
7. Conduct the visioning session. (See session agenda)

8. Agriculture agent and ANRE program leader develop a report of the findings for presentation to County extension committee for review, discussion and adoption.
9. Publicize the final result to appropriate stakeholders, clientele and others.
10. Develop program plans that consider the results of the visioning process

### Visioning Session Agenda

Length: 2 to 3 hours

1. Greetings and appreciation: Extension Committee chair or representative
2. Introductions: All
3. Purpose of meeting: agriculture agent or ANRE program leader
4. County demographics: agriculture agent or ANRE program leader
5. Defining Extension programming
6. Brainstorming: Facilitated by CNRD or ANRE program leader  
Questions:
  1. What are the strengths of xxxxxx county agriculture?
  2. What are the weaknesses and threats to xxxxx county agriculture?
  3. What are the agriculture and natural resources programming opportunities in xxxxxx county?
7. Review and prioritize three to five agriculture programming opportunities: