



Political Effectiveness: County Department Head Survey of Legislative Communications Report

Compiled by Linda Kustka

Feb. 24, 2010

The 89% overall response rate is based on 65 respondents and 73 total Extension county/nation units. The response rates reported for each question are based on the total number of respondents to the survey (65).

| 1. Do you, as Department Head, communicate with state legislators (or aides) whose legislative districts are in your county? | | | |
|---|---|----|------|
| Yes |  | 53 | 82% |
| No |  | 12 | 18% |
| Total | | 65 | 100% |

| 2. Which state legislator or legislators (or aides) do you communicate with? Please list all: | |
|--|--|
| View 53 Responses | |

2. Which state legislator or legislators (or aides) do you communicate with? Please list all

There are 99 State Assembly Representatives and 33 Senators. Contact information on individuals is listed in the Appendix. There were 53 responses (82% response rate) to this question: the same number as those answering “Yes” to question 1.

Assembly:

- 58% are in communication with UWEX staff
- 42% are not in communication with UWEX staff

| <u>Number of Staff Reporting Contact With Same Representative</u> | <u>Number of Representatives</u> |
|---|----------------------------------|
| 6 | 1 |
| 5 | 0 |
| 4 | 1 |
| 3 | 4 |
| 2 | 15 |
| 1 | 36 |
| 0 | 42 |

Senate:

- 64% are in communication with UWEX staff
- 36% are not in communication with UWEX staff

| <u>Number of Staff Reporting Contact With Same Senator</u> | <u>Number of Senators</u> |
|--|---------------------------|
| 9 | 1 |
| 8 | 0 |
| 7 | 1 |
| 6 | 0 |
| 5 | 0 |
| 4 | 2 |
| 3 | 5 |
| 2 | 5 |
| 1 | 7 |
| 0 | 12 |

| 3. In general, how often are you in communication with this legislator or legislators (or aides)? (check one) | | | |
|--|--|-----------|-------------|
| Weekly | | 0 | 0% |
| Bi-weekly | | 1 | 2% |
| Monthly | | 8 | 15% |
| Bi-monthly | | 8 | 15% |
| Semi-annually | | 29 | 55% |
| Annually | | 7 | 13% |
| Total | | 53 | 100% |

| 4. What roles do you play and/or information do you share with these legislators (or aides)? (Check all that apply) | | | |
|--|--|----|-----|
| Legislator(s)/aide(s) contacts me for information | | 20 | 38% |
| Legislator(s)/aide(s) contacts me for counsel | | 9 | 17% |
| Invite legislator(s)/aide(s) to educational events | | 39 | 74% |
| Notify legislator(s)/aide(s) of issues in his/her district | | 32 | 60% |
| Provide legislator(s)/aide(s) with information about the value of educational programming in his/her district | | 37 | 70% |
| Other, please list View Responses | | 12 | 23% |

4. What roles do you play and/or information do you share with these legislators (or aides)?

Other: Twelve respondents (18% response rate) added the following:

- They interacted/networked during casual, informal encounters and at community events such as listening session and Extension meetings. (5)
- Legislators were given Extension information (annual reports, meeting information, newsletters). (3)
- They interacted on appropriation requests. (1)
- They worked with them to put on educational programs. (1)
- They moderated political forums. (1)
- They interacted on district concerns. (1)






| 5. Why don't you communicate with state legislators (or aides) in your county? (check all that apply) | | | |
|---|--|---|-----|
| Am too busy | | 2 | 17% |
| Don't believe they care | | 0 | 0% |
| Don't feel comfortable contacting them | | 3 | 25% |
| Don't know how to contact them | | 1 | 8% |
| Don't see the value or purpose in contacting them | | 1 | 8% |
| Don't think I have the skills to contact them effectively | | 2 | 17% |
| Don't think contacting them is or should be part of my job | | 0 | 0% |
| Still intend to do so | | 8 | 67% |
| Other View Responses | | 6 | 50% |

5. Why don't you communicate with state legislators (or aides) in your county?

Other: Six respondents (9% response rate) added the following six different thoughts:

- Touchy issue with tribal nation (1)
- Co-department head has role of communicating with stakeholders/legislators (1)
- Information is sent and invitations extended (1)
- Talk with legislators when informal opportunities exist (1)
- Understand the need, but gets pushed below urgent things to do (1)
- While have minimal contact, don't consider this a top priority (1)

| 6. Do any of your county office colleagues communicate with state legislators (or aides) whose legislative districts are in your county? | | | |
|--|--|----|------|
| Yes | | 53 | 82% |
| No | | 12 | 18% |
| Total | | 65 | 100% |

| 7. Which colleagues? (check all that apply) | | | |
|---|---|----|-----|
| Agriculture and Natural Resources |  | 31 | 58% |
| Community, Natural Resource, and Economic Development |  | 37 | 70% |
| Family Living |  | 35 | 66% |
| 4-H Youth Development |  | 38 | 72% |
| Wisconsin Nutrition Education Program |  | 15 | 28% |

8. Which state legislator or legislators (or aides) are your colleagues in communication with? Please list all:

[View 50 Responses](#)

8. Which state legislator or legislators (or aides) are your colleagues in communication with? Please list all.

There are 99 State Assembly Representatives and 33 Senators. Contact information on individuals is listed in the Appendix. There were 53 “Yes” responses (82% response rate) to Question 6 and 50 responses (77% response rate) to this question.

Assembly:

- 48% are in communication with UWEX staff
- 52% are not in communication with UWEX staff

| <u>Number of Staff Reporting Contact With Same Representative</u> | <u>Number of Representatives</u> |
|---|----------------------------------|
| 4 | 5 |
| 3 | 1 |
| 2 | 18 |
| 1 | 24 |
| 0 | 51 |

Senate:

- 61% are in communication with UWEX staff
- 39% are not in communication with UWEX staff

| <u>Number of Staff Reporting Contact With Same Senator</u> | <u>Number of Senators</u> |
|--|---------------------------|
| 7 | 1 |
| 6 | 1 |
| 5 | 1 |
| 4 | 4 |
| 3 | 2 |
| 2 | 4 |
| 1 | 7 |
| 0 | 13 |

9. In general, how often are your colleagues in communication with this legislator or these legislators (or aides)? (check one)

| | | | |
|---------------|--|----|------|
| Weekly | | 0 | 0% |
| Bi-weekly | | 0 | 0% |
| Monthly | | 4 | 8% |
| Bi-monthly | | 7 | 13% |
| Semi-annually | | 25 | 48% |
| Annually | | 16 | 31% |
| Total | | 52 | 100% |










10. What roles do your colleagues play and/or information do they share with these legislators? (Check all that apply)

| | | | |
|---|--|----|-----|
| Legislator(s)/aide(s) contacts me for information | | 18 | 34% |
| Legislator(s)/aide(s) contacts me for counsel | | 8 | 15% |
| Invite legislator(s)/aide(s) to educational events | | 38 | 72% |
| Notify legislator(s)/aide(s) of issues in his/her district | | 30 | 57% |
| Provide legislator(s)/aide(s) with information about the value of educational programming in his/her district | | 38 | 72% |
| Other, please list View Responses | | 5 | 9% |

10. What roles do your colleagues play and/or information do they share with these legislators?

Other: Five respondents (8% response rate) added:








- Inform legislators on Extension programs, community issues (budget, land use). (2)
- Networking at community events (1)
- Interacted at trainings they attended prior to being elected to office. (1)

| 11. Why do none of your colleagues communicate with state legislators (or aides) in your county? (check all that apply) | | | |
|--|---|---|-----|
| They are too busy |  | 2 | 17% |
| They don't believe legislators/aides care |  | 2 | 17% |
| They don't feel comfortable contacting them |  | 4 | 33% |
| They don't know how to contact them |  | 2 | 17% |
| They don't see the value or purpose in contacting them |  | 2 | 17% |
| They don't think I have the skills to contact them effectively |  | 1 | 8% |
| They don't think contacting them is or should be part of my job |  | 1 | 8% |
| They still intend to do so |  | 3 | 25% |
| Other View Responses |  | 4 | 33% |

11. Why do none of your colleagues communicate with state legislators (or aides) in your county?

Other: Four respondents (6% response rate) added four different thoughts:




- Opportunity (1)
- They share informally, not in a formal role (1)
- Busy and feel that this is administration and client role to share story (1)
- Don't think they see it paying dividends (1)

| 12. What type(s) of communications do you or your colleagues make with state legislator(s) (check all that apply) | | | |
|---|---|----|-----|
| None |  | 6 | 9% |
| Email |  | 37 | 57% |
| Letter |  | 25 | 38% |
| Newsletter |  | 26 | 40% |
| Personal visit |  | 38 | 58% |
| Phone |  | 38 | 58% |
| Other, please describe View Responses |  | 22 | 34% |

12. What type(s) of communications do you or your colleagues make with state legislator(s)?

Other: Twenty two respondents (34% response rate) reported:

- Network at community events (8)
- Provide annual reports (6)
- Involvement with Extension meetings/programs (3)
- Serving on committees/groups with elected officials (3)
- Attending legislative meetings (2)
- Nature of CNRED work involves more legislator contact on issues (2)
- Send annual Economic Profile (1)
- Currently planning phone calls, emails, and meet & greets (1)

| 13. What has been the legislator(s) response to communications from you or your colleagues? | | | |
|---|---|----|------|
| None |  | 6 | 9% |
| Neutral |  | 8 | 12% |
| Negative | | 0 | 0% |
| Positive |  | 50 | 78% |
| Total | | 64 | 100% |

| 14. Please describe the legislator's response to communications from your or your colleagues: | |
|---|--|
| View 47 Responses | |

14. Please describe the legislator's response to communications from your or your colleagues.

Forty seven respondents (72% response rate) said:

Legislator actions included:

- Attended educational activities they were invited to (10) Participated in CPAG (2)
- Listen (2)
- Discuss local issues (2)
- Sent letter acknowledging Extension contact (2)
- Say that there is a tight budget for funding (2)
- Follow up to staff after talking (2)
- Sometimes don't attend activities invited to (1)

- Don't respond to newsletters (1)
- Comment on what has been presented (1)
- Visit office (1)
- Know staff by name (1)
- Sometimes send news clippings featuring Extension staff (1)
- Refer people to Extension (1)
- Ask staff for information/testify (1)
- Sponsored legislation/worked on issues Extension brought to their attention (1)

Legislator feelings/attitudes include:

- Positive toward Extension contact (10)
- Supportive of Extension work (10)
- Expressed appreciation/gratitude for information and/or invitations (6)
- Neutral responses (4)
- Want/appreciate being informed of educational value of event/activity (2)
- Interest varies by issue (2)
- Prefer brief email over letters: respond better (1)
- Like to be met at town meetings (1)
- Responsive (1)
- Respond in timely way (1)
- Pleased to have opportunities to speak to constituents (1)
- Courteous (1)
- Sometimes too busy for interaction (1)
- Appreciate Extension rapport with their constituents (1)

Other response:

- Extension staff held legislative meeting with Land Conservation Department, focusing on helping families and individuals during tough economic times

This quote reflects the majority of respondent comments: "I have always had the impression that the state legislators and federal aides respect what we do, but are reluctant for numerous political reasons to fully endorse our work. Legislators and aides are attending and happy to attend (by what the aides say). If I am communicating with them, it is usually in regards to something they are, or could be, involved in. The feedback I've gotten has been positive because I'm not lobbying for a particular position as much as informing or providing resources."

15. What works well or successes have you and/or your colleagues had when communicating with state legislators?

[View 49 Responses](#)

15. What works well or successes have you and/or your colleagues had when communicating with state legislators?

Forty nine respondents (75% response rate) described what and how they communicate.

Content shared with legislators includes:

- Find out their interests to frame what they report to them (4)

- Examples of local need assessment and how Extension addresses needs (2)
- Educate on major Extension programs (2)
- Provide research/information that legislator needs (2)
- Information on upcoming Extension efforts (1)
- Educate on county political pulse (1)
- Community surveys done for county government (1)

“Legislators maintain an open communication policy (them to us and us to them), depend on Extension as eyes/ears for local issues, opening support our programs and partnerships. We provide them with local contacts to achieve legislative goals.”

Actions that prove helpful in communicating include:

- Involve as active participant/resource person in Extension programs (11)
- Personal conversations at events and in community (9)
- Open, 2 way communication (5)
- Straight forward, honest communication (4)
- Talk to them in Extension office (2)
- Office visits in state Capitol (2)
- Email (2)
- Newsletters (1)
- Key stakeholder newsletter (1)
- Ask about issues they face at state level (1)
- Invite them to visit with entire office staff (1)
- Invite paper to cover their Extension participation (1)
- Provide contacts for legislative goals (1)
- Get to know aides (1)
- Printed reports (1)
- Simple message (1)
- Be yourself (1)
- Make specific request or contact on specific issue (1)
- Be prepared when have issue to present (1)
- Face to face meetings (1)
- Establish relationships (1)
- Respect time they have available (1)

“When invites are made to events or communication is needed on an issue, direct contact to their state offices have worked well. When the importance to them and their constituents is apparent to them, they have been very responsive and receptive.”

Other comments:

- Policies related to programming areas (1)
- Few (1)

16. What do you think are the biggest challenges or barriers with communicating with your state legislators?

[View 57 Responses](#)

16. What do you think are the biggest challenges or barriers with communicating with state legislators?

Fifty seven respondents (88% response rate) listed challenges:

Time constraints on both Extension staff and legislators were listed by 33 people. The constraints were related to work overloads, need to learn legislator priorities, time to prepare materials, scheduling.

“Time: theirs and ours. Need to be prepared to tell your story in short order if need be. Keeping them informed about issues or initiatives requires the right amount of detail, and sometimes you don’t have enough time to ‘bring them up to speed’ on local issues/needs. It is also important not to look too ‘chummy’ with legislators, as sometimes the opposing party may see this as showing party favoritism or lobbying (can be a fine line).”



Challenges include:

- Responding to their work/interests with appropriate talking points (5)
- Access (3)
- Getting message to elected official, not just aide (2)
- Informing/communicating vs. lobbying (2)
- Hard to stay politically neutral (2)
- Telling focused stories of local, individual impact (2)
- Distance to legislator (2)
- Personal comfort (2)
- Tribe mistrusts state (1)
- Keep regular information flow, not just when issue arises (1)
- Money/budget affecting them, community, individuals (1)
- Legislator has barrier because we want something (1)
- Don’t want to bother them (1)
- Coordinating with other counties who have same elected official (1)
- Impact on legislator not clear (1)
- Learning most effective method and content needed (1)
- They talk about their interests/work not allowing Extension to talk about our efforts (1)
- Need marketing/image building tools (1)
- Don’t have campaign money to give them (1)
- We’re considered government (1)

“It is difficult to comment on legislation or actions that directly or indirectly effect UW-Extension because doing so may seem self serving or done just to save your job rather than in the best interest of the community.”

Other:

- They understand and value us, so contact doesn’t stay a priority (1)
- Only some of staff interact with legislators (1)
- Not always needed (1)

| 17. Does your office have an ongoing strategy for communicating with state legislators? | | | |
|---|---|----|------|
| Yes |  | 26 | 41% |
| No |  | 38 | 59% |
| Total | | 64 | 100% |
| View 33 Responses | | | |



17. Does your office have an ongoing strategy for communicating with state legislators?

Thirty three respondents (51% response rate) described efforts:

- Send written communication including newsletters (7)
- Greet/interact when casual, informal opportunities happen (7)
- Send annual reports (6)
- Invite to showcase, big events (6)
- Working toward a more structured office approach (5)
- Developing a plan (2)
- Individual staff, not the office as group, have contact strategies (2)
- Send them email newsletters and updates (2)
- Monthly legislative breakfast (2)
- Superior Days (1)
- Keep our face in front of them (1)
- Organized staff meetings to develop strategies to contact state legislators (1)
- Quarterly Wi Towns Assn unit meetings (1)
- Occasionally call legislators if have information that they might find useful (1)
- Regular meetings (1)
- Regular communications (1)
- Nothing formal (1)
- One person on staff has office marketing responsibility (1)

“We agree that we need to send state legislators our extension newsletter which focuses specifically on impact. We also invite them to ‘showcase’ events that feature innovative approaches to issues such as sustainability or urban outreach. Individual educators are quite conscientious about inviting state legislators to events focusing on big programming areas.”

“I’m the marketing person for our office, so I really try to stay on top of what our office is doing so I can share it with our legislators in a sentence or two!! I also listen well to what they view important issues to them and to our communities. Using them is really important!!!”

| 18. Do you know a county Cooperative Extension office where communicating with state legislators is done well? | | | |
|--|---|----|------|
| Yes |  | 13 | 22% |
| No |  | 46 | 78% |
| Total | | 59 | 100% |
| View 14 Responses | | | |







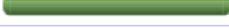







The Dean is considering sending another email contact to legislators.

18. Do you know a county Cooperative Extension office where communicating with state legislators is done well?

Fourteen people responded (22% response rate) with nine naming specific counties that include: Douglas County (specific mention of Superior Days): (4) Bayfield, Chippewa, LaCrosse, Milwaukee, Outagamie, Washburn, Washington, Winnebago: (1 each)

Five other comments with these quotes being representative:
 “Many counties have success because of long time efforts.”

“I say ‘YES’, but I’m not sure what other people really do. But, even though we don’t like doing it, it’s really important to do.”

| 19. What topics will resonate with your legislators? (Check all that apply) | | | |
|---|---|----|-----|
| After school programs |  | 12 | 20% |
| Anti-drug education and other youth prevention programs |  | 20 | 33% |
| Economic development |  | 53 | 87% |
| Financial management |  | 28 | 46% |
| Growing business |  | 35 | 57% |
| Housing |  | 12 | 20% |
| Land use |  | 23 | 38% |
| Leadership |  | 14 | 23% |
| Natural Resources |  | 20 | 33% |
| Nutrition |  | 13 | 21% |
| Parenting |  | 14 | 23% |
| Sustainable communities |  | 25 | 41% |
| Water |  | 18 | 30% |
| Other, please list View Responses |  | 19 | 31% |

19. What topics will resonate with your legislators?

Nineteen respondents (29% response rate) added thoughts:

- Job creation/green jobs (3)
- Poverty reduction/economic crisis (2)
- Education (2)
- Youth (2)
- Health Care (2)
- Agricultural Issues (1)
- Economic impact of agriculture (1)
- Farm nutrient management (1)
- School funding (1)
- Economic impact of volunteer contributions to Extension programs (1)
- Family (1)
- Biofuels (1)
- Saving tax dollars (1)
- Link nutrition with other issues (1)
- Extension response to local needs (1)
- Quality child care (1)

“Nutrition was checked, but UWEX is uniquely positioned to link the emerging high impact areas where multiple functions need to be worked on together...ie. Healthy living/the environment and economic development as one example of this.”

There were four responses in the other category that didn't list specific content.

“I think all these topics depending on timing could resonate with our local legislators. I attempted to pick out the ones that seem to be more ‘hot buttons’ at the present time.”

20.

Please provide your insight into how to effectively coordinate statewide political effectiveness initiatives such as Dean Klemme's legislative contacts with ongoing work of relationship building at the local/district level.

[View 34 Responses](#)

20. Please provide your insight into how to effectively coordinate statewide political effectiveness initiatives such as Dean Klemme's legislative contacts with ongoing work of relationship building at the local/district level.

Thirty four respondents (52% response rate) provided the following thoughts:

- Impress on all staff the importance of making legislative connections (4)
- Appreciate Dean's interactions/visibility with legislators (4)
- Unable to evaluate (3)
- District Directors need to better coordinate efforts (2)
- Improve marketing UWEX brand (2)
- Key community people needed to communicate Extension impacts to legislators (2)
- Develop & communicate 1 key message with staff united on delivering this priority (1)
- Need a statewide plan with tools for political effectiveness (1)
- Customize message for individual counties (1)
- Legislators seem to know Rick Klemme- an improvement (1)

- Legislators need to know Rick Klemme (1)
- Rick should concentrate on legislators not supportive of UWEX (1)
- Shows interest in northern based legislators (1)
- Important to participate in counties association meeting (1)
- Keep us aware of state level efforts (1)
- Communicate current political effectiveness initiatives with county staff (1)
- Share examples of best practice (1)
- Develop short, canned stories (1)
- Host regional forums with county boards and legislators (1)
- Involve WACEC membership more (1)
- Distinguish information sharing from lobbying (1)
- Difficult to not come across as self serving (1)
- Local, meaningful relationships are important (1)
- Department heads need to focus on local level (1)
- Concern that specific topics might not fit county (1)
- Local office rather than top down effort needed (1)
- Good sharing time right after annual reporting (1)
- District directors/state specialists need to be sharing information with legislators (1)
- Staff need to visit state legislators more frequently than every 4 years (1)
- We need to be prompt, insightful, transparent (1)
- Ask current legislators about effectiveness of efforts (1)

“I appreciate Rick’s legislative visits – both gathering information upfront from us and letting us know how the visit went and what to follow-up on. It would be helpful to see some other best practices of how counties effectively invest time to make it happen. Some people make the visits naturally, where others may be less comfortable, so it would be good to help people prepare for the visits. Staff have asked what is expected. Define how much is enough?”












“I think our communication should be ‘real’ and first hand. I think Dean Klemme should convince all Extension staff, all program area educators that they should take connections with the legislators more seriously. It is everyone’s job and not just the department head or the CRD Educator.”

“Present this as a normal expectation rather than having it appear as if it is an additional responsibility. One of the very first district meetings I ever attended, the DD did a random quiz and asked faculty to name their state and federal senators and representatives. It was an expectation that we know who they were and how to contact them.”

“Poll current legislator ‘friends of UWEX’ and ask them what they would do. Is our current strategy working, what needs to change, how do we effectively communicate with legislative contacts.”

“It is absolutely vital that UW Cooperative Extension develop a comprehensive and effective statewide marketing campaign that utilizes various media. It is disappointing that, for instance, I rarely hear anything about Cooperative Extension initiatives on WPR (another division of Extension). Nor do I see billboards or TV commercials extolling what we do. Frankly, if we do not let legislator’s constituents know much more about the extraordinary and positive things we do as county-based educators (and as the face of the University in local communities), Cooperative Extension will at some point be voted completely out of the state budget. The key to

maintaining Cooperative Extension is to gain the support of vocal constituents who will pass the message on to those that represent them. Although communicating directly to legislators is a positive thing, I think that we will get more bang for the buck by communicating much more widely to their constituents. This is an extraordinarily serious matter that needs much more immediate attention.”

| 21. What additional actions or resources would help you and/or your colleagues with political effectiveness activities, including communicating with legislators? (Check all that apply) | | | |
|--|---|----|-----|
| Coaching/mentoring with political effectiveness concerns and activities |  | 19 | 32% |
| Developing political effectiveness as a core competency for administrators, educators, and state specialists |  | 24 | 41% |
| Developing a political effectiveness action plan at the state level |  | 18 | 31% |
| Developing a political effectiveness action plan at the county level (or updating our marketing plan) |  | 26 | 44% |
| Helping Department Heads with engaging colleagues in political effectiveness activities |  | 26 | 44% |
| Including political effectiveness learning opportunities during existing conferences |  | 30 | 51% |
| Increasing the use of resources available on the Foundations of Political Effectiveness web site |  | 10 | 17% |
| Pre-packaging materials you and/or you colleagues can provide to legislators |  | 27 | 46% |
| Training in conducting legislative visits |  | 17 | 29% |
| Training opportunities in using the Political Effectiveness Assessment Tool |  | 12 | 20% |
| Other, please list View Responses |  | 17 | 29% |

21. What additional actions or resources would help you and/or your colleagues with political effectiveness activities, including communicating with legislators?

Seventeen respondents (26% response rate) shared the following suggestions:

- Develop common talking points/templates for telling local story (4)
- Help us share impact stories (1)

- Research effectiveness of strategies (1)
- Network & share ideas (1)
- Invite legislators to high quality programs (1)
- Define role of district director in this area (1)
- Develop district level political effectiveness plan (1)
- Time is a problem (1)
- Others in office may do this better (1)
- % of state budget (1)
- Political effectiveness should be part of job descriptions and performance review (1)
- Develop high level change agency skills (1)
- Provide staff training on political effectiveness (1)
- Use well informed UWEX lobbyist (1)
- Implement marketing plan for increased visibility (1)

“Political effectiveness should be a part of all educators and administrators job description, SIPR, and any review process.”

“Training for all employees so that they can come to understand that this is a political world we live in and we all have a part to play. We need to be able to talk positively about all Extension programs within an office-off the cuff, not just the area we program in. We need to be the sales representative for our own future. What is good for one is good for all-think and be positive when we talk about the educational programs we offer and the work we do. Have the person you are sharing information about Extension with be able to say back to you: ‘You are really passionate about what you do!’ Then you will know that you have been heard.”

22. Please add any other observations or comments.

[View 18 Responses](#)

22. Please add any other observations or comments.

Eighteen respondents (28% response rate) shared these comments:

- Entire office should share responsibility for effectively communicating with legislators (4)
- Great need for political effectiveness at the county level (4)
- Marketing Extension is needed on state level (3)
- Training is needed on effectively working with state legislators (2)
- Need political effectiveness effort (1)
- Concern about lobbying vs. political effectiveness (1)
- Time and resources are a struggle (1)
- Department heads don’t need more work (1)
- Office needs to better communicate with legislators (1)
- Keep legislators informed and share how we can help them (1)
- Less opportunity to interact with state legislators (1)
- Keep it simple (1)
- Legislator appreciates county UWEX work, but is frustrated with UW System (1)
- Contacting legislators seems disrespectful of their time unless there is a specific issue or request (1)

“This is a critically important competency for CES colleagues. Our future existence depends upon our ability to communicate effectively our value and ability to remain responsive to local needs.”

“It’s really a struggle to devote adequate time and resources to communications with state and federal representatives. County government is forced to downsize and make difficult choices due to structural deficits. As a result, those relationships are also critically important. Improved marketing and developing a culture of professionalism would strengthen all relationships.”

APPENDIX

2. Which state legislator or legislators (or aides) do you communicate with? Please list all

State Representative # Contacts

| | |
|-----------------|---|
| Ballweg | 6 |
| Barca | 1 |
| Benedict | 0 |
| Berceau | 0 |
| Bernard Schaber | 1 |
| Bies | 0 |
| Black | 0 |
| Brooks | 4 |
| Clark | 1 |
| Colon | 0 |
| Cullen | 0 |
| Danou | 2 |
| Davis | 1 |
| Dexter | 2 |
| Fields | 0 |
| Fitzgerald | 2 |
| Friske | 1 |
| Garthwaite | 1 |
| Gottlieb | 1 |
| Grigsby | 0 |
| Gunderson | 1 |
| Gundrum | 0 |
| Hebl | 0 |
| Hilgenberg | 1 |
| Hintz | 1 |
| Hixson | 0 |
| Honadel | 0 |
| Hraychuck | 2 |
| Hubler | 2 |
| Huebsch | 1 |
| Jorgensen | 2 |
| Kaufert | 2 |
| Kerkman | 0 |
| Kessler | 0 |
| Kestell | 1 |
| Kleefisch | 3 |
| Knodl | 1 |
| Kramer | 0 |
| Krusick | 0 |
| LeMahieu | 1 |
| Lothian | 0 |
| Mason | 1 |
| Meyer | 1 |
| Milroy | 1 |
| Molepske | 2 |
| Montgomery | 0 |
| Mursau | 2 |
| Murtha | 1 |
| Nass | 2 |
| Nelson | 1 |

| | |
|--------------|---|
| Nerison | 3 |
| Newcomer | 0 |
| Nygren | 2 |
| Ott, A | 2 |
| Ott, J | 0 |
| Parisi | 0 |
| Pasch | 0 |
| Petersen | 3 |
| Petrowski | 1 |
| Pocan | 0 |
| Pope-Roberts | 0 |
| Pridemore | 0 |
| Radcliffe | 0 |
| Rhoades | 1 |
| Richards | 0 |
| Ripp | 0 |
| Roth | 2 |
| Roys | 0 |
| Schneider | 1 |
| Seidel | 1 |
| Sheridan | 0 |
| Sherman | 3 |
| Shilling | 0 |
| Sinicki | 0 |
| Smith | 2 |
| Soletski | 1 |
| Spanbauer | 1 |
| Staskunas | 0 |
| Steinbrink | 1 |
| Stone | 0 |
| Strachota | 1 |
| Suder | 0 |
| Tauchen | 1 |
| Toles | 0 |
| Townsend | 1 |
| Turner | 1 |
| Van Akkeren | 1 |
| Van Roy | 1 |
| Vos | 1 |
| Vruwink | 1 |
| Vukmir | 0 |
| Williams, A | 0 |
| Williams, M | 2 |
| Wood | 0 |
| Young | 0 |
| Zepnick | 0 |
| Ziegelbauer | 1 |
| Zigmunt | 1 |
| Zipperer | 0 |
| Aides | 4 |

State Senators

| | |
|------------|---|
| Carpenter | 0 |
| Coggs | 0 |
| Cowles | 1 |
| Darling | 0 |
| Decker | 3 |
| Ellis | 1 |
| Erpenbach | 0 |
| Fitzgerald | 3 |
| Grothman | 2 |
| Hansen | 2 |
| Harsdorf | 3 |
| Holperin | 2 |
| Hopper | 1 |
| Jauch | 7 |
| Kanavas | 0 |
| Kapanke | 3 |
| Kedzie | 1 |
| Kreitlow | 3 |
| Lasee | 0 |
| Lassa | 2 |
| Lazich | 0 |
| Lehman | 1 |
| Leibham | 2 |
| Miller | 0 |
| Olsen | 9 |
| Plale | 0 |
| Risser | 0 |
| Robson | 1 |
| Schultz | 4 |
| Sullivan | 0 |
| Taylor | 0 |
| Vinehout | 4 |
| Wirch | 1 |
| Aides | 0 |

National Senator

| | |
|----------|---|
| Feingold | 1 |
| Kohl | 1 |

National Representative

| | |
|---------------|---|
| Baldwin | 0 |
| Kagan | 1 |
| Kind | 2 |
| Moore | 0 |
| Obey | 2 |
| Petri | 2 |
| Ryan | 0 |
| Sensenbrenner | 0 |
| Aides | 1 |

8. Which state legislator or legislators (or aides) are your colleagues in communication with? Please list all:

| <u>State Representative</u> | <u># Contacts</u> |
|------------------------------------|--------------------------|
| Ballweg | 4 |
| Barca | 1 |
| Benedict | 0 |
| Berceau | 0 |
| Bernard Schaber | 1 |
| Bies | 0 |
| Black | 0 |
| Brooks | 4 |
| Clark | 2 |
| Colon | 0 |
| Cullen | 0 |
| Danou | 2 |
| Davis | 1 |
| Dexter | 2 |
| Fields | 0 |
| Fitzgerald | 2 |
| Friske | 1 |
| Garthwaite | 2 |
| Gottlieb | 0 |
| Grigsby | 0 |
| Gunderson | 0 |
| Gundrum | 0 |
| Hebl | 0 |
| Hilgenberg | 2 |
| Hintz | 1 |
| Hixson | 0 |
| Honadel | 0 |
| Hraychuck | 2 |
| Hubler | 4 |
| Huebsch | 0 |
| Jorgensen | 2 |
| Kaufert | 1 |
| Kerkman | 2 |
| Kessler | 0 |
| Kestell | 0 |
| Kleefisch | 4 |
| Knodl | 0 |
| Kramer | 0 |
| Krusick | 0 |
| LeMahieu | 0 |
| Lothian | 0 |
| Mason | 0 |
| Meyer | 2 |
| Milroy | 2 |
| Molepske | 2 |
| Montgomery | 1 |
| Mursau | 2 |
| Murtha | 0 |
| Nass | 2 |
| Nelson | 1 |
| Nerison | 4 |

| | |
|--------------|---|
| Newcomer | 0 |
| Nygren | 1 |
| Ott, A | 2 |
| Ott, J | 0 |
| Parisi | 0 |
| Pasch | 0 |
| Petersen | 2 |
| Petrowski | 1 |
| Pocan | 0 |
| Pope-Roberts | 0 |
| Pridemore | 0 |
| Radcliffe | 0 |
| Rhoades | 0 |
| Richards | 0 |
| Ripp | 0 |
| Roth | 2 |
| Roys | 0 |
| Schneider | 1 |
| Seidel | 1 |
| Sheridan | 0 |
| Sherman | 3 |
| Shilling | 1 |
| Sinicki | 0 |
| Smith | 2 |
| Soletski | 1 |
| Spanbauer | 1 |
| Staskunas | 0 |
| Steinbrink | 1 |
| Stone | 0 |
| Strachota | 0 |
| Suder | 1 |
| Tauchen | 1 |
| Toles | 0 |
| Townsend | 1 |
| Turner | 0 |
| Van Akkeren | 0 |
| Van Roy | 1 |
| Vos | 0 |
| Vruwink | 1 |
| Vukmir | 0 |
| Williams, A | 0 |
| Williams, M | 1 |
| Wood | 0 |
| Young | 0 |
| Zepnick | 0 |
| Ziegelbauer | 1 |
| Zigmunt | 1 |
| Zipperer | 0 |
| Aides | 0 |

State Senators

| | |
|------------|---|
| Carpenter | 0 |
| Coggs | 0 |
| Cowles | 1 |
| Darling | 0 |
| Decker | 2 |
| Ellis | 1 |
| Erpenbach | 1 |
| Fitzgerald | 4 |
| Grothman | 0 |
| Hansen | 2 |
| Harsdorf | 2 |
| Holperin | 4 |
| Hopper | 0 |
| Jauch | 7 |
| Kanavas | 0 |
| Kapanke | 4 |
| Kedzie | 2 |
| Kreitlow | 3 |
| Lasee | 0 |
| Lassa | 3 |
| Lazich | 0 |
| Lehman | 0 |
| Leibham | 1 |
| Miller | 1 |
| Olsen | 6 |
| Plale | 0 |
| Risser | 0 |
| Robson | 1 |
| Schultz | 5 |
| Sullivan | 0 |
| Taylor | 0 |
| Vinehout | 4 |
| Wirch | 1 |
| Aides | |

National Senator

| | |
|----------|---|
| Feingold | 1 |
| Kohl | 3 |
| Aides | 1 |

National Representative

| | |
|---------------|---|
| Baldwin | 0 |
| Kagan | 0 |
| Kind | 3 |
| Moore | 0 |
| Obey | 0 |
| Petri | 2 |
| Ryan | 0 |
| Sensenbrenner | 1 |
| Aides | 1 |