

# Overview of Extension and the Importance of the County Extension Council

## Philosophy

### A. The Extension Philosophy – What Are We About?

The University of Arkansas Division of Agriculture Cooperative Extension Service is in the “people business.” To Extension personnel, “people business” means focusing on economic and social issues that impact the individual, the family, the community, and/or the county rather than profits, accumulation of resources, or even organizational recognition. We, in Extension, believe that when individuals are given the opportunity and provided the knowledge and necessary resources they are quite capable of determining their own priorities. We recognize it is Extension’s “relationship to people” that has true value and that its role of transferring, adopting, and implementing knowledge and new technology represents powerful forces that contribute to the betterment of life for the present while showing concern for the future.

### B. Philosophy for the County Extension Council

We, in Extension, believe that our efforts should be tempered by and reflect the expressed ideals of our clientele. We also believe that well-informed Arkansans, the County Extension Council, can best determine the needs and priorities of the community at large. It is our belief that Arkansans welcome the opportunity to assist in all phases of the decision-making process by participating in planning, implementation, and evaluation of

programs that impact their lives, their community, and their county.

## Mission

### A. Extension’s Mission

The mission of the University of Arkansas Cooperative Extension Service is to provide research-based information through nonformal education to help Arkansans improve their economic well-being and the quality of their lives.

### B. Mission of the County Extension Council

The mission of the County Extension Council is to examine information pertinent to the county, to assist Extension in the planning and implementation of developed educational programs, to assist with the dissemination of results, to assist with the evaluation of implemented programs, and to serve as an advocate for the University of Arkansas Division of Agriculture Cooperative Extension Service. These programs and services will result in improved county economic opportunities and quality of life at the county level.

## Vision and Goals

The programs of Cooperative Extension Service are vibrant, well recognized, and valued assets in every county in the state of Arkansas. In every county, the goals of

the County Extension Council include the following:

- To work jointly with Extension to develop immediate and long-term plans for Extension-related programs and activities aimed at dealing with the most critical issues identified in the county.
- To assist Extension in delivering high-quality, research-based educational programs, focused on the needs of local agricultural producers, community leaders, elected officials, families, youth, and the public.
- To be a proactive leader in assisting local and state leaders, and to identify and address critical issues in community development, families, youth, and agriculture and natural resources.
- To serve as an advocate for Extension in building bridges, networks, and partnerships between agricultural producers, consumers, elected officials, community leaders, and a diversity of other organizations to address critical issues confronting the county.
- To annually evaluate progress on short-term and long-term goals for county program plans and programs.
- To assist Extension in its attempts to secure and utilize advanced technology and information systems to deliver information and educational programs more effectively, and to influence individual lives and the community in a positive manner.