

UNIVERSITY OF MARYLAND EXTENSION

Extension Advisory Committee Operation Guidelines

EAC Member Recruitment:

The committee will include membership reflective of the demographics of the community and the University of Maryland Extension's (UME) current clientele (per UME Plan of Work (POW)). This will be accomplished by ensuring that the marketing and recruitment efforts of Extension Advisory Committees (EAC) have welcoming language, intentionally reaching out to organizations not traditionally served or that serve historically underrepresented populations, and lean on the talents and connections of UME faculty and EAC members to ensure that the membership of the committee reflects the communities impacted through UME programming. The EACs documented efforts will maintain a broad membership with respect to:

- Race
- Ethnicity
- Sex/Gender
- Geography
- Age, including youth affiliated with UME programs
- Socio-economic status
- Individuals with Disabilities
- Veterans (this could also be framed under military; hence, 4-H military clubs and others)

EACs will maintain membership reflective of all UME Program Areas:

- Agriculture and Food Systems
- Family and Consumer Sciences
- 4-H Youth Development Program
- Environment and Natural Resources

Potential EAC members may be representatives of social service agencies, government agencies, historically underserved and under resourced communities, youth organizations, civic organizations, faith-based organizations, businesses, financial institutions, health organizations, agricultural producers, agribusiness, foundations, educational institutions, public officials including county commissioners or their representatives, and other community stakeholders with a vested interest in UME.

EAC members must should be recruited on a nondiscriminatory basis without regard to race, color, sex, gender identity or expression, sexual orientation, marital status, age, national origin, political affiliation, physical or mental disability, religion, protected veteran status, genetic information, personal appearance, or any other legally protected class.

Required Documentation and Committee Make-Up/Other Considerations for Advisory Committees and Boards:

- The county/city population percentage by location, race, ethnicity, and sex/gender in the identified geographic areas.
- Needed changes in the organizational structure and planning procedures to ensure the representation of underserved, underrepresented, and or socially disadvantaged audiences on the committee to include current clientele served (POW).
- A copy of the *University of Maryland (UMD) Non-Discrimination Policy and Procedures (VI-1.00 [B])* to solicit various diverse committee nominations.
- A copy of any procedures that affect planning and advisory committee membership.
- A roster of each county/city's total EAC demographics by race, ethnicity, sex/gender, disability and veteran statuses.

EAC Committee Terms

The committee should consist of 8 to 12 members.

Length of commitment is a two or three-year term (depending on your respective county/city) with the option to renew one time. After renewing, returning EAC members must wait one term before serving in this capacity again. Provisions should be made to replace membership on a rotational basis.

EAC Meetings

The Extension Advisory Committee will meet a minimum of three times per year with additional meetings as needed; both in-person and virtual meetings are acceptable.

EAC Member Responsibilities

EAC members inform program development, outreach efforts and identify community needs to assist the UME faculty with overall advisory services to support program determination and issues. Committee members should have a personal interest in holistic community development, the ability to understand and reflect the needs of audiences that can be addressed by UME and the ability to maintain a long-term focus towards addressing these needs.

Responsibilities include:

- Serving in an advisory capacity to UME faculty and staff:
 - Staying updated on UME's current programs that are based on the needs of local citizens and communities, current research and technical information, statewide needs and priorities, and national initiatives.

- Assisting in identifying program priorities based on local community needs.
 - Providing suggested strategies for meeting the identified needs.
 - Providing feedback on UME educational programs and outreach efforts with the goal of improving the programs and efforts.
 - Acquainting new faculty in the community with key organizations and officials.
 - Reviewing local data, public policy, and other information to ensure the mission and vision of UME and the interests and needs of clientele are represented in UME programming on a nondiscriminatory basis.
 - Participating in the necessary University sponsored training as appropriate to committee membership and adhere to the organization's Federal, state, local and universities policies and procedures as program beneficiaries.
- Assisting with UME's public relations efforts:
 - Providing suggestions for UME to market itself to local citizens as an indispensable community asset.
 - Marketing UME's mission and vision, purpose, organization, educational programs, and needs to potential audiences, stakeholders, and funders.
 - Educating local, state, and federal funders on UME's impacts.
- Identifying and building additional support for UME programs:
 - Helping build and maintain cooperation and involvement of appropriate agencies, organizations, groups, and individuals with UME.
 - Identifying human and financial resources to implement local educational programs.
 - Educating local, state, and federal funders on UME's impacts and advocating for adequate funding and resources.

EAC Responsibilities of UME Faculty & Staff

The success of Extension Advisory Committees requires the active involvement and support of UME professionals. Faculty should be closely involved in the process of ensuring that EAC members are aware of their respective roles and responsibilities.

- Orientation responsibilities to be performed by the A/CED and faculty members include providing new EAC members with the following:
 - Purpose of the committee, how the committee functions, the responsibilities of membership, and communication and input processes
 - History and philosophy of UME
 - Organizational structure (leadership)
 - UME funding streams
 - Background on the local programs
 - Current long and short-term UME and individual program goals
 - Existing programs
 - Plan of work and impact reports

- o Current AGNR Strategic Plan
- o Training as appropriate to committee membership
- o Provide EAC documents:
 - Welcome Letter
 - Operational Guidelines
 - Member Responsibilities
 - Civil Rights Related Resources
 - Self-Identification Data Collection Card
 - And Justice For All Poster
 - “I Speak...” Language Guide Poster (Language Access)
 - Population Dashboard/Demographics (County/City)
- Ongoing responsibilities include:
 - o Scheduling meetings at convenient times for members.
 - o Developing and distributing the committee agenda/meeting minutes in a timely fashion.
 - Administrative assistants, A/CEDs, faculty members, and volunteers can share this responsibility.
 - o Reporting the results of UME educational efforts and responding to action items.
 - o Involving the committee in meaningful activities and discussion.
 - o Using the committee members’ time and skills wisely.
 - o Recognizing committee members’ contributions in meaningful ways.
 - o Obtaining feedback about the committee’s effectiveness.
 - o Recruiting through various lenses.

The EAC serves in an advisory capacity and has no legal authority or responsibilities and assumes no liability for the actions of UME.