Engaging with Elected Officials

With a local county and state focus
What will be covered

• Basic Engagement Guidelines
• Local Funding/OSU Statewides Budget/brief overview
• For more information – Helpful sites
• Planned Statewide efforts

Your Assignment – What are your Talking Points?
Basic Guideline – what can and can’t you do

• OSU vs OUS
  • Independent University with Board of Trustees

• Our Goal --- to Educate!
  • Election Policies
  • Government Ethics

• Communication flow – very important
  • Keep us informed: Regional Administrators, Scott & JOCK!
Extension Base Funding—Public Appropriations-FY14

- State $19,555,668 (57%)
- County $10,598,793 (31%)
- Federal $4,302,738 (12%)
Funding: OSU Statewides Budget

• Statewide Public Service Programs – “The OSU Statewides”

• History
  • 2011-13: $95 million Legislatively Adopted Budget
  • 2013-15: $95 million Governor’s Proposed Budget
    • Note: Other OUS programs recommended for +7% increase
    • Field Hearings, Letters, Community Voices = Request for $7 million add back
  • 2015-17: $123 million (includes $16 million for new/expanded programs)
    • Recommended by OSU Board of Trustees
    • HECC & Governor’s Budget: allocating 3% increase
    • OSU Statewides message: $123 million (with $16 million added)
Who, what, when…..

• Who: Local Officials & State Legislators
  • Do your homework
  • Newly elected & experienced

• What
  • Your message
  • Learn their needs

• When & Where
  • Office: formal presentation
  • Programs/events

• Why – Our Future!
What to share- your 30 second Elevator Speech

TIPS

• Introduce yourself: Name & Organization
• Quick facts: How you and your organization make a difference
• Encourage feedback/interaction: Did I answer your question? Can I help you more?
• Practice, practice, practice – make it your own

Example: I work for the Oregon State University Extension Service, an “extension” of OSU in ____ County. We engage the people of Oregon with research-based knowledge and education that strengthen communities and economies, sustain natural resources, and promote healthy families and individuals. Here’s my card; please contact me if you would like a program or more information.
Talking points – practice, practice, practice

TIPS (in fewer than 90 words)
• What do you offer --- key strengths
• What problem is solved
• Main contributions
• What will listener learn from your conversation?

Examples:
  Food Safety
  4-H Youth Development
  Share your examples!
Where to find Helpful Information

Extension Citizen Advisory Network (ECAN)

http://extension.oregonstate.edu/get-involved/ecan

ECAN Advocacy Toolkit -- What’s Available:
- Extension Budget Priorities (2015-17) Talking Points
- SWPS Budget Priorities (2015-17) /Talking Points
- Letter from Supporter (Updated 2/4/15)

OSU Statewide Public Value Impact Stories
- Our Impact on Oregonians/Bridges to Prosperity site
OSU Extension/2015 Statewide Efforts

- County College/AOC in partnership with OSU Extension
  - January through September, various locations
  - New to County Government
- ECAN meeting
  - March 9; Salem
- OSU Statewides Day at the Capitol
  - March 10; Salem
- Metro Work -- ongoing
- OSU Day at the Capitol
  - April 14; Salem
- Public Issues Leadership Workshop
  - April 12-15; Washington D.C.
Your Assignment ---- what do you want to share?

• No one knows your program better than you
  • What is Your Elevator Speech?
  • What are Your Talking Points?

Please send them to me!

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