

Diagnosing Image Issues Affecting Volunteering for Extension



1. Who has formed an opinion about Extension?
Based on what information? Who has no opinion about Extension? Why not?
2. What does the general public know – or think it knows – about Extension? What doesn't it know that you wish it would?
3. How would you summarize Extension's "reputation"? Is it current? Out of date? Mythical?
4. What, if any, publicity has Extension (or any of its programs) received lately?
5. What tone and information do your public relations materials, volunteer recruitment materials, and Web site convey – about Extension as a whole and about volunteer involvement in particular? Is there consistency from state to state and between the state and national level materials?
6. Has Extension been involved in any controversy over the past few years? Why? Why not?
7. What is the demographic make-up of your current volunteer corps? Paid staff? Members/clients/consumers?
8. What might be the effect of your Federal funding and/or university affiliation on public opinion about your work?
9. What is the image of the service you provide, the cause you support, or the people you serve?
10. Who is your "competition" and what is their image or reputation?