Citizen Advisory Council Guiding Principles

What Is the Citizen Advisory Council?
The Citizen Advisory Council (CAC) is a network of citizens that:

- believes in the mission and value of NDSU Extension
- reflects the diversity of North Dakota’s communities
- is willing to advise Extension administration at the big-picture level
- is willing to assist with grassroots support-building

What does the CAC do?
While there are various other local, regional and program-specific advisory groups within Extension, the unique role of the CAC is to give feedback and counsel at the big-picture level, and to support recommendations that Extension makes to SBARE and the NDSU legislature as a result of the CAC’s input. Specifically, the CAC:

- provides input and perspective to Extension administration by serving as the eyes and ears of Extension’s diverse clientele in communities throughout North Dakota
- advises Extension administration with a grassroots perspective on the operations, strategies and statewide impacts of NDSU Extension
- participates in developing marketing strategies to broaden the reach of Extension to an expanded clientele base
- participates in public relations and advocacy for greater awareness and understanding of the public and private value of the NDSU Extension
- gives honest, constructive feedback for continuous improvement
- meets twice a year (there also may be informal council work through phone or video conference calls and one-on-one contacts with Extension administrators, SBARE members and/or legislators)

How are members selected?
Members are invited by the NDSU Extension Director based on their demonstrated:

- leadership ability and communication skills
- engagement in their community
- commitment to the mission and value of Extension including lifelong learning and transformational education
- and their community of place and interest to ensure diverse, statewide representation

How long does a member serve on the CAC?
Staggered terms of two, three and four years were established for the initial council. New members will serve one, three-year term, January through December.

If a member resigns in the first or second year of his/her term, a replacement will be selected to complete the remainder of his/her three-year term. If a member leaves in the third year of his/her term, a replacement will be selected to complete the short remainder of the current term plus a full three-year term.

How will NDSU Extension Service support CAC members in carrying out their duties?
Extension will:

- provide clear instruction of what is expected of council members
- provide orientation for new members and relevant training for all members
- provide ongoing communication and information
- arrange meeting space, and reimburse mileage, lodging and meal costs (according to NDSU policy) to participate in the meetings
- strive to make the best use of member and organizational resources devoted to this purpose
Citizen Advisory Council Guiding Principles (continued)

**What does the chair of the CAC do?**
In addition to the duties above, the CAC chair works collaboratively with the Extension director to lead the CAC meetings and provides input about NDSU Extension to the Extension director. Specifically, the chair:

- works collaboratively with the Extension director to achieve the goals of the CAC
- develops the agendas for the CAC meetings in collaboration with the Extension director
- provides leadership and oversight to the CAC by presiding over the twice-yearly meetings
- encourages council members’ open and honest communication regarding statewide Extension programs and issues
- when appropriate, discusses concerns regarding the organization with the Extension director

**How is the chair selected?**
The chair of the CAC is selected from the current CAC members by the Extension Director.

**What is the length of the chair’s term?**
The chair will serve one, twelve-month term, January through December.

Adapted from University of Minnesota Extension Service Citizen Advisory Committee materials