

Leveraging Impacts. (A04-joezublena070401-Oral)

Authors:

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Abstract:

Leveraging Impacts. J.P. Zublena, N. C. State University. Current instability in global and national economies has had a significant impact on the fiscal health of many local and state governments. As fiscal resources decline, demand for accountability of limited resources increase. Corporate America has learned to cope with market declines over the past 20 years by listening to customer demand and making difficult decisions to restructure or refocus. Correspondingly, private citizens, as customers of government services expect the same levels of responsiveness, increased efficiency and productivity as they are seeing in the private sector. For most states, Cooperative Extension is a non-mandated program. As such, it is more vulnerable to budget cuts. This presentation will discuss the value of developing dynamic accountability databases and how to leverage the information with key stakeholders and powerbrokers.

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