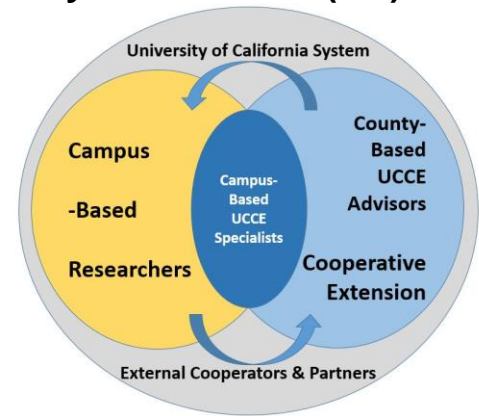


Enhancing Campus-County Collaborations at University of California (UC)

Working with UC Cooperative Extension (UCCE) Specialists and Advisors

History shows that campus-based faculty working with county-based Advisors strengthens the relevance, reach and application of our science. Through such collaboration, campus-based researchers can better access real-world audiences and gain practical perspectives, while county-based programs benefit from campus expertise and resources.



Strong collaboration builds greater impact.

1. **Discuss early.** Early campus-county discussions in the planning can help develop a shared understanding of the most helpful and effective research and extension for the region, with a two-way benefit: county-based advisors provide the local context and inputs, and the campus provides additional resources not available in the county (e.g. lab analysis, other campus resources).
2. **Actively engage all collaborators in project development.** Ask what each needs to successfully implement the project in the county. Discuss budget needs, team member roles plus authorship and expectations for project engagement.
3. **Conduct research in the counties or at a Research and Extension Center (REC).** Regional activity 1) helps those living in the area see the work's local relevance and 2) provides opportunities for demonstration and engagement.
4. **Be willing to travel.** Face-to-face visits in the counties (for planning, needs assessments, and extension meetings) offer important opportunities to understand the regional issues, to build connections and to enhance impact. Where possible, Advisor visits to campus can also help build relationships and grow a network. (Note: UCCE campus-based Specialists have possible access to a special UC Agriculture and Natural Resources (ANR) travel fund for specialists to visit advisors – Contact the Assistant VP ANR.)
5. **Respect established relationships.** Many county-based Advisors, Campus faculty, and UCCE Specialists have long-term and ongoing working relationships with diverse partners. Whether new or established in a region, connect early with other colleagues about your activities to help people better understand how to connect with you. Good campus-county communication strengthens project messages, provides a unified view of UC research and extension activities and can result in increased local support.
6. **Communicate with county and campus colleagues.** Let people know about visits, events and/or opportunities in the counties. Ask how people wish to be kept in the loop (e.g. a call or email).
7. **Be timely in providing information.** Timely information can be critical in building trusted relationships. For example, in the case of diagnostic services, growers or ranchers may be depending on feedback from samples sent to campus for their time-sensitive management decisions.
8. **Spread the word.** Discuss with graduate students, other campus and county academics, and staff about how to increase the impact of their work by communicating and collaborating across the campus-county network.

UC ANR is a statewide network of University of California researchers and educators dedicated to the creation, development and application of knowledge in agricultural, natural and human resources. See ucanr.edu

Developed with input from UCCE Advisors, UCCE Specialists, and AES Faculty (including Ruth Dahlquist-Willard, Margaret Shake Lloyd, Aparna Gazula, Nick Clark, Dan Munk, Mark Lundy and Leslie Roche). (UC ANR) © 2018