

How to involve key people

- A. Know who the “Kingmakers” are
 - These are the people in the community who can make or break any decision
 - They may not be visible at the table but work behind the scenes
 - They are often identified by people long established in the community power structure

- B. How to involve Kingmakers & gain support
 1. Show value of agricultural education for a variety of students
 - a. Minority students
 - b. Urban/suburban schools
 - c. Middle schools
 - d. Support why business and industry is interested in agricultural education students/graduates

 2. Invite them to a personal meeting with team members

 3. Show them your proposal and promotion plan

 4. Ask for their support, not necessarily their time
 - a. They may provide their support behind the scenes
 - b. They can watch and possible problems and opposition

- C. Identify other key people to accept roles and help develop action plan
 1. Look for a lead person to guide and direct process.

 2. Identify others who will accept roles of developing action plans, researching and forming partnerships.
 - a. Utilize individuals’ strengths to assure success.
 - b. Widen your base of influence and networking.

 3. After identifying the right people, involve them in the plan development
 - a. They will assist with getting others to “buy-in” to the plan