

The Revitalization Roadmap: 3 Steps to Refresh Your County Program



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Need & Goal Statement: The Stagnation Struggle

- **The Need:** Rural programs often hit a “plateau” where traditional methods no longer meet modern community needs (Rainer, 2014).
- **The Goal:** To provide Extension Agents with a repeatable, MBA-informed framework to revitalize stagnant programs and increase community impact.

The SWOT Audit

- **Strengths:** What are we actually good at?
- **Weaknesses:** Where are we just "checking a box"?
- **Opportunities:** What does Prairie County need *now* (not 10 years ago)?
- **Threats:** What makes us irrelevant to the next generation?

References

Kotter, J. P. (2012). *Leading Change*. Harvard Business Review Press.
 Rainer, T. S. (2014). *Autopsy of a Deceased Church*. B&H Books.
 Collins, J. (2001). *Good to Great*. Harper Business.
 University of Arkansas System Division of Agriculture. (2026). *Strategic Plan 2023-2026*.

The 3-Step Revitalization Roadmap

Step 1: Inventory & Pruning

- **The Rule:** You cannot grow until you clear the “dead wood” (Collins, 2001; Rainer, 2014).
- **Action:** Categorize programs as Healthy, Sick, or Dead. Focus resources only on the healthy and the fixable.

Step 2: Vision Alignment

- **The Action:** Turn “What we do” into “Why we do it” (Kotter, 2012).
- **Example:** Move from Monthly Meetings to Strategic Leadership Huddle

Step 3: Building Momentum

- **The Action:** Secure a “Short-term win.” Pick one visible project (like a brand-new field day format) and execute it perfectly to prove that change is possible (Kotter, 2012).

Practical Implementation

The “Lego” Approach: Don’t rebuild the office in a day. Change one “brick” (one program or one board) at a time.

Church Revitalization Lesson: Growth follows health. When an organization is healthy and has a clear mission, volunteers *want* to be there.

The Revitalization Checklist:

- ✓ Is our mission clear to a 5th grader?
- ✓ Are our meetings energized or draining?
- ✓ Is there a clear “Next Step” for every participant?

Conclusion: Revitalization is a management discipline that aligns county efforts with the UADA Strategic Plan (2023) for organizational excellence.

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