

working draft #3

to observe and counsel field agents as problems arise. TL&S personnel are content people, program developers, trainers, and coaches in the use of subject matter to solve problems.

Liaison role. There are many things that must be integrated and brought together in order for many new innovations to be recommended. For example, credit may be needed, new seeds stocked, and special fertilizers or pest control capability developed.

In addition to maintaining liaison with technology sources, TL&S personnel need to view other farm service entities as a clientele. Units that provide services to the farmer can also be a channel to providing information to them. Hence, TL&S personnel need to provide information about what the extension service is recommending to farmers to the leadership of related organizations and encourage them to help in dissemination.

They are not regulatory personnel. In order for TL&S personnel to perform these roles they need to be viewed as a "friend" and supporter to the extension staff and the organizations with which they are expected to maintain liaison. They should not be asked to administer regulations for government or to be involved with punitive actions either within or outside extension. Such assignments seriously impair the open communication which needs to exist between TL&S personnel and their clients.

Specific aspects of the job description

- a. Seeking out relevant technical information from all sources. This function includes interacting with research colleagues as well as monitoring other sources, including international agencies. It means integrating information into a recommendation that farmers can understand and apply readily. It means developing programs that utilize mass media and other methods in tandem and taking part as the program is implemented.
- b. Interpreting technology and trend information for field use. This involves fitting it to categories of farmers, and packaging it into usable, saleable programs.
- c. Training extension workers and teaching them how to use the information effectively. This includes but must not be limited to formal courses. Extension TL&S staff must know each of the field staff in their area of responsibility and work with them in field situations so that they can coach them through problem areas. Informal training may be more important than formal training in getting the job done.
- d. Making direct presentations or working with communication personnel to develop mass media messages to targeted audiences.