

Interview Outline

Kentucky Agricultural Council Organizational Feasibility Study

[V4 – revised 4/07/10]

We are interested in having a conversation with you that focuses on three main topics:

- *background information about your organization and how it operates;*
- *your perception of issues related to Kentucky agriculture; and*
- *your perceptions of / experiences with the Kentucky Agricultural Council.*

Responses to interview questions (other than organizational statistics) will be held in confidence. Responses will only be used in aggregated form.

Organizational Background Information

1. Organization Name:
2. Interviewee Name[s] / Title[s] or Role[s]:
3. Date Established (if known / relevant):
4. Location of Headquarters (Kentucky city if applicable):
5. Corporate Structure (Non-profit, incorporated / not incorporated; government agency; for profit, etc.)
6. What is your organization's **primary** mission / focus / purpose? ***[If for-profit, what are your main products / services?]***
7. Are you a membership organization? _____ If Yes, how many members?

8. Number & Key Functions of paid employees:
9. Do you consider your organization to be "volunteer-run"?
10. **[Membership organizations only]** Approximate 2009 Budget:
11. Do you have a national affiliate organization? _____ If yes, please describe the nature of that relationship, including whether the national organization provide any specific services or support to your organization.

12. We are interested in knowing a little about what services you provide and/or activities you offer to your members or to your key constituencies / audiences. (Please describe)

Examples:

- Print newsletter
- Electronic newsletter
- Website
- Participation on committees
- Educational publications
- Educational meetings
- Government relations activities
- Discount purchasing of goods / services
- Other

13. **[Membership organizations only]** Do you collaborate with any other organizations currently in accessing resources or providing services to your members? Provide examples.

14. **[Educational organizations only]** Approximate number of students served?

Majors _____ Graduate / Undergraduate _____

Graduates per year _____

Organization-specific Issues

15. What do you see as your organization's top strengths or assets?

What are top challenges facing your organization, "as an organization

Kentucky Agricultural Issues

16. What do you consider to be the top issues facing **Kentucky agriculture** in general?

17. *Given your mission or focus*, are these the same policy issues of concern to **your organization** or **your members** (if any)? Are there any ***additional issues*** of special importance to your industry / members or organization?

Kentucky Agricultural Council – Perceptions and Experiences

18. Approximately how long has your organization been a member of the KAC?

- Roughly since the beginning
- Approximate date if known
- Recently joined

19. What do you see as the KAC's main purpose?

20. How familiar are you with the KAC's website?

Not at all _____ A little _____ Fairly _____ Very _____

- Do you have any reactions to the web site, in terms of how it is organized, what information it contains, or how it appears?

21. Do you think that the members of your organization, employees of your organization, and/or your main constituency are ***aware*** of the KAC's web site as a source of useful information?

- Do you think that they do or would ***regularly access it*** for information about Kentucky agriculture?

22. Is the information provided by the KAC (e.g. email updates regarding events, current developments, policy issues, etc.) useful to you as an agricultural and organizational leader?

- If yes, do you disseminate this information further (to members, employees) after you receive it?

23. What is your opinion of the KAC quarterly meetings?

- Are they effectively organized and run?
- Cover information of interest to you and your organization?
- Do you feel you have a sufficient opportunity to participate?
- Things you would like to see done differently?

24. Are you or a designee of your organization a participant on any of the KAC's six Strategic Plan **committees** that have been established since the publication of the strategic plan?

- Would you like *more information* regarding the activities of the committees and/or the opportunity to participate on them?

25. Do you think that **members** of your organization **other than yourself** (i.e. board, general members, employees, etc.) are aware of the KAC's **Strategic Plan for Kentucky Agriculture**, published in 2008?

- Ditto for the Strategic Plan's "*Progress Report*"?

26. What issues do you think should the KAC be most focused on? (Open response first, **then if possible rank in priority**)

27. Do you think that the KAC is **already** focused on these issues, or **should it change its emphasis** to focus on issues that you / your organization think are more important?

- What should the KAC do (“*new, better and different*”) to be most effective in pursuing what YOU and your organization see as its purpose?

28. Do you think the KAC has a value / importance for Kentucky agriculture that is *separate and distinct* from other existing agricultural organizations?

29. Historically, the KAC was 100% volunteer-run. Since 2007 it has received some financial support from the Ag Development Fund / GOAP to enable it to provide a higher level of support to its members and to Kentucky agriculture in general.

This grant support is scheduled to end at the end of 2010. *Do you think that the KAC should return to being run as a volunteer-only organization, or should it seek some type of future funding mechanism so that it can maintain some type of professional staff support?*

30. Would you / your organization consider providing financial support to the KAC on an ongoing basis through some type of dues structure?

31. If yes, what do you believe is **the lowest amount** of dues that would be appropriate **to charge members** (in general)?

32. Can you estimate a *range* or approximate level of dues do you believe you / **your organization** may be able / willing to support – assuming the KAC is effective in providing value?

33. Can you think of any specific **value-added services** that the KAC could provide for its members or for other organizations that would be a basis for garnering additional financial support?

34. If your organization is a for-profit corporation, would you consider some type of financial support for the KAC, in exchange for some form of recognition? (Sponsorship of events, web site, publications, recognition at meetings, etc?) Please describe.

35. Are there *any additional issues* you would like to raise or suggestions you have for the KAC to improve its operations and increase its effectiveness or value to its members?

THANK YOU!!!