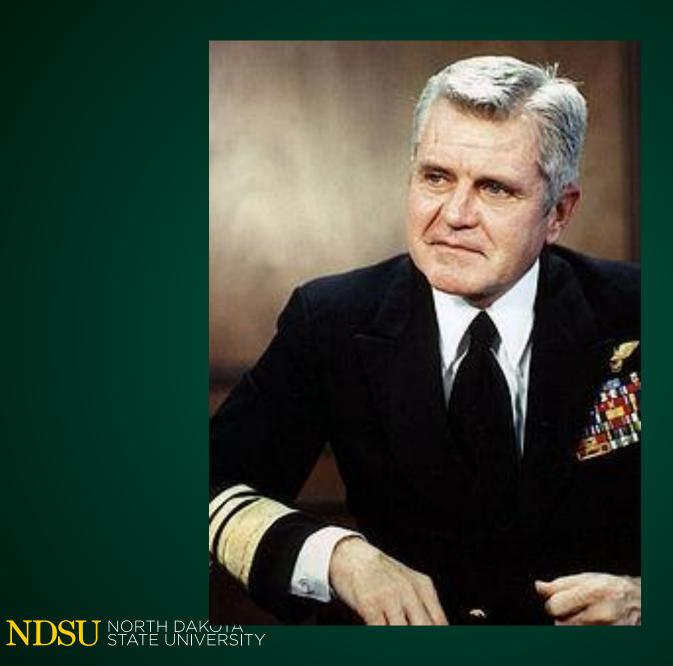
Extension Marketing 20/20

Agricultural Outlook Meeting
August 15, 2019
David Ripplinger





SWOT Analysis

STRENGTHs

Science-based, unbiased education

Experience

Network

WEAKNESSES

Expertise

Slow

Data Access

OPPORTUNITIES

(Next Slide)

THREATS

Budgets/Priorities

Ignorance

Bots



Possibilities

Getting in the War Room

PlainsDoc

Monthly Calls

CMIC

National Recognition/Support of Experts

Professional Development of Educators

What else?

What can we/will pursue?

Save the Date Fargo, August 17-18, 2020

