

## **All Reasonable Efforts**

The University of Kentucky Cooperative Extension Service and the College of Agriculture, Food and Environment's Office of Diversity is pleased to announce that "All Reasonable Efforts" reporting is now available through the Kentucky Extension Reporting System (KERS). The purpose of this transition is to increase the visibility and transparency of the "All Reasonable Efforts" being made within individual county programs.

"All reasonable efforts" consist of a series of approaches that are required of Extension staff to solicit participation of the underrepresented groups in your county - those groups that have not historically participated in your county programming. These efforts should be used in addition to affirmative action procedures and are required when programs do not meet balanced participation requirements. Some situations that call for "all reasonable efforts" include the following:

- a) an Extension sponsored or assisted group that does not reflect the racial composition of the target community,
- b) advisory or decision-making groups that do not reflect the composition of the potential audience; and/or
- c) program participation in which certain groups are consistently underrepresented.

"All Reasonable Efforts" can now be documented by simply checking the box on the KERS daily/service log, then completing the needed information (person, purpose, and action taken). Agents can also upload any supporting documentation (Counties should still plan to keep copies of documentation in the office; this info is requested during county program reviews). All reasonable efforts (or extra efforts), must be made and documented until balanced participation is met and maintained within the county program.

### **Documentation includes, but is not limited to:**

- Announcements
- Flyers
- Posters
- Pictures
- Emails
- Notes

### **Examples of "all reasonable efforts" may include:**

- Used media outlets that target (the county's underrepresented group inserted here) to announce programs and events
- Developed announcements, flyers, and posters to be placed in locations frequented by the underrepresented group
- Wrote personal letters to and contact members of the underrepresented group to encourage their participation
- Made personal contact with leaders from the underrepresented group to seek their assistance in reaching this audience
- Sought assistance from other community groups to encourage participation

Any questions about "All Reasonable Efforts" should be directed to Dr. Mia Farrell (Assistant Dean, CAFÉ Office of Diversity) at [antomia.farrell@uky.edu](mailto:antomia.farrell@uky.edu). Counties can also contact Stacy Miller (Director, Extension Human Resources) with county program review related questions at [stacy.miller@uky.edu](mailto:stacy.miller@uky.edu).

**Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability.**