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**IMPORTANCE OF VARIOUS ROLES AND EVALUATION METHODS
OF EXTENSION ECONOMISTS AS VIEWED BY EXTENSION
ADMINISTRATORS, DEPARTMENT HEADS, AND SPECIALISTS**

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ABSTRACT

A survey of extension administrators, department heads, and extension specialists was conducted to determine the best methods for evaluating the performance of extension economists. The results demonstrate how the groups surveyed view the relative importance of the various roles played by extension economists as well as the importance of specific attributes within each role. While all three groups agree on the most important roles and attributes, important differences exist among the groups about the relative importance of certain activities.