

—COOPERATIVE— EXTENSION

EXTENSION COMMITTEE ON ORGANIZATION & POLICY (ECOP)

2013 Annual Report to the Cooperative Extension Section

11/11/2013

ECOP is the representative leadership and governing body of Cooperative Extension, the nationwide transformational education system operating through land-grant universities in partnership with federal, state, and local governments.

2013 Annual Report

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COOPERATIVE EXTENSION

November 11, 2013

Dear Cooperative Extension Section Colleague:

It has been my pleasure to serve as the 2012-2013 ECOP Chair. Thanks to the stellar work of ECOP members, subcommittees, task forces, liaisons, and the Executive Director and Administrator Team, we continue to position Cooperative Extension as the Nation's premier educators for:

- **translating** science to practical application;
- **engaging** with target audiences as a catalyst for problem solving, and
- **transforming** individuals, families, communities and businesses, both rural and urban, by providing trusted information on which to base informed decisions.

As we prepare to celebrate Cooperative Extension's centennial in 2014 and launch the next 100 years of excellence, ECOP shares these highlights of the year summarized against its ongoing four core themes. For the complete ECOP Accomplishments Report (December 2012 through November 2013), please see <http://www.aplu.org/CESannualreport> on the new and improved ECOP web site.

ECOP Core Theme -- Build Partnerships and Acquire Resources

- *APLU Board on Agriculture Assembly (BAA)* – Fully participated in efforts to increase federal capacity funding; monitored and provided input during the farm bill reauthorization process, including changing the name of the Research Title to include Extension, and developed recommendations for implementing budget streamlining, including consolidations for crop protection/pest management.
- *USDA Research, Education and Economics (REE) and National Institute of Food and Agriculture (NIFA)* – Continued relationship-building with leadership and staff working on program, budget, Congressional relations, communications, and outcomes reporting. Provided ECOP comment on the PCAST report on agriculture, the Agriculture Food and Research Initiative, NIFA strategic plan, and engaged in conversation related to NIFA funding structure.
- *ECOP-Experiment Station Committee on Organization and Policy (ESCOP) Alliance* – Encouraged strong advocacy for the both-and of competitive and capacity funding. Released ECOP documents on *Case for Federal Capacity Funds* and *Top Ten Reasons Why Capacity Funds Are Critical*. Engaged in joint meetings with Cornerstone Government Affairs, USDA-REE and NIFA, and the Office of Management and Budget.
- *National Association of Counties* – Initiated the NACo-Cooperative Extension National Leadership Team, provided a *Counties Count* webinar, and positioned stronger county and state-level relationships.
- *National Task Force on Health* – Facilitated the establishment of this task force by writing goals, appointing co-chairs, finalizing membership, and charging the task force to capture programmatic focus and resource development opportunities.

Daryl Buchholz, *Chair*
Kansas State University

Jimmy Henning, *Chair Elect*
University of Kentucky

Douglas L. Steele, *Past Chair*
Texas A&M AgriLife Extension

Jon C. Boren
New Mexico State University

Thomas G. Coon
Michigan State University

Tim Cross
University of Tennessee

Charlotte V. Eberlein
University of Idaho

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- *State Energy Extension Partnership (SEEP) Working Group* – Began implementation of the Memorandum of Understanding signed by USDA and the Department of Energy in October 2012 to create energy education partnerships amongst federal agencies, State Energy Offices, and Cooperative Extension.
- *Nutrition Education* – Elevated Supplemental Nutrition Assistance Program Education (SNAP-Ed) for advocacy support by the BAA and engaged the system in making a decision about continuing the assessment to fund the Program Development Team for 2014-2016. Participated in the *Align and Elevate Nutrition Education* effort of NIFA together with the USDA Food and Nutrition Service.

ECOP Core Theme -- Increase Strategic Marketing and Communications

- *Strategic Opportunities and Measuring Excellence* – Added to the ECOP measuring excellence website at www.excellenceinextension.org to include reports of program outcomes and public value.
- *AES-CES Communications and Marketing Committee (CMC)* – Worked with ESCOP colleagues to renew contracts and update operating guidelines for educational efforts by kglobal and Cornerstone Government Affairs to targeted Congressional members.
- *Extension Centennial Celebration Task Force* – Engaged a team to plan a forward-looking, externally-focused series of face-to-face events and social media involvement launched in September 2013 and continuing through 2014.
- *National Coalition for Food and Agricultural Research (NC-FAR)* – Continued membership, actively participated on the Board of Directors and Research Outreach Committee, delivered seminars on Capitol Hill, and implemented a process for quick response to sign-on opportunities for advocacy letters.
- *Marketing and Communications Implementation Team* – Completed work and launched the Cooperative Extension brand value toolkit.
- *ECOP Communications* – Continued refinement of a communications toolkit for the national office, including a graphic element, ECOP letterhead, PowerPoint templates, and handouts. Wrote the weekly *ECOP Monday Minute* targeted for Directors and Administrators. Coordinated presentations for USDA Ag Outlook Forum, meetings of the Board on Human Sciences, Energy Balance Expert Panel, JCEP Public Issues Leadership Development Conference, Galaxy IV Conference, and other venues. Implemented a publicity plan for the Excellence in Extension and Diversity awards.

ECOP Core Theme -- Enhance Leadership and Professional Development

- *National Extension Directors and Administrators (NEDA)* – Implemented and evaluated the March 2013 meeting in San Antonio and developed theme and goals for 2014, along with aligning the meeting with the National eXtension Conference in Sacramento, CA.
- *New Deans/Directors/Administrators/NPLs Orientation* – Together with ESCOP and the BAA, planned the agenda for this December 2013 meeting in Washington, DC.
- *Joint Committees on Organization and Policy (COPs)* – Served as lead for program planning and implementation for the July meeting in Manhattan, KS.
- *Functions and Priorities* – Upon request, explained the role of ECOP to numerous groups including National EFNEP Conference, NELD-MN participants, Regional Rural Development Center Directors, Oklahoma State University new faculty, JCEP Board of Directors, and Epsilon Sigma Phi.
- *Celebrating Excellence* – Via leadership by the Personnel and Program Subcommittees, engaged a process to name five regional Excellence in Extension Award winners, one national winner, and a National Extension Diversity Award winner, and recognized them at the 2013 APLU Annual Meeting.
- *21st Century Extension Professional* – Completed a research project to identify the current and future characteristics needed for an effective Extension educator and engaged in multiple dialogues about applications of the findings.

ECOP Core Theme -- Strengthen Organizational Functioning

- *eXtension* – Through the eXtension Governing Committee, completed an external evaluation of eXtension, administered follow-up surveys, and began planning to make changes to better align with Cooperative Extension needs.
- *National 4-H Implementation Team* – Developed a Memorandum of Understanding and structure for assuring excellence in 4-H programming as land-grant Cooperative Extension partners work with USDA-NIFA and the National 4-H Council.
- *Assessment Policy Work Group* – Developed policies and procedures related to assessments for Cooperative Extension Section accounts (Office of the Executive Director, Strategic Priorities and Operations), eXtension, and SNAP-Ed.
- *Coordinated ECOP Functioning* – Streamlined national leadership and governing through four ECOP subgroups (Personnel Subcommittee, Program Subcommittee, Budget and Legislative Committee, and eXtension Governing Committee) and strengthened efforts by providing liaisons to the Experiment Station Committee on Organization and Policy, the Extension Disaster Education Network, the Joint Council of Extension Professionals, LEAD21, Journal of Extension, and BAA Policy Board of Directors, Committee on Legislation and Policy, and Budget and Advocacy Committee.
- *Executive Director and Administrator Team* – Updated a directory for completion of national work and monitored progress through bimonthly teleconferences.
- *ECOP Webinars* – Engaged the Cooperative Extension Section in four webinars on the eXtension external review, partnership with NACo, 21st Century Extension Professionals Project, and Extension award winner programs.
- *Office procedures* – Updated the ECOP web site at www.extension.org/ECOP, streamlined financial reporting, shifted awards nomination and selection to an online process, and managed survey processes related to assessments and advocacy priorities for federal budget lines.

Please mark your calendar for the March 24-26, 2014 National Extension Directors and Administrators (NEDA) meeting in Sacramento, CA. The theme is *Launching Cooperative Extension's Next 100 Years*. The goals are:

- **Celebrate** the Cooperative Extension centennial.
- **Innovate** for the next century – educational strategies, resources, impacts.
- **Engage** with colleagues on the national agenda to benefit state and local programming.

Registration details will be available after the APLU Annual Meeting. I look forward to continued ECOP involvement as past chair in 2014.

Sincerely,



Daryl D. Buchholz

Chair, Extension Committee on Organization and Policy
Associate Director for Extension and Applied Research,
Kansas State University

cc: Ian Maw, Cathie Woteki, Michael Hoffmann, Steve Slack, Bruce McPheron, Sonny Ramaswamy, Ralph Otto

ECOP Program Subcommittee Report to the Extension Section* **(December 2012 – November 2013)**

The ECOP Program Subcommittee led the process for awarding the National Diversity Award. Bill Woodrum served as Chair of the review team, which was comprised of a diverse group of Extension professionals and USDA employees from across the country. Of the 13 submissions, Susan Givens-Symour, Director of Outreach and Community Education and the Director of Cooperative Extension at Northwest Indian College in Washington State, won for her work to promote self-sufficiency and wellness for indigenous people through culturally grounded, multi-generational, and holistic programs.

The Extension Committee on Organization & Policy Program Subcommittee (PSC) was charged with updating and revising the 2010 Strategic Opportunities and Priorities. The revision was based on a survey of representatives of Cooperative Extension, research, academic programs, the Board on Human Sciences and CARET. The document represents program opportunities and priorities where Cooperative Extension is currently making a significant impact on social, economic, environmental and community development across the nation as well as areas where the system has the potential to make contributions in the future, provided adequate funding is available. This work supports the ECOP core themes of “Build partnerships and acquire resources,” and “Increase strategic marketing and communications.” The strategic opportunities can be found at: <https://www.aplu.org/document.doc?id=4096>.

Most of the work of the Program Subcommittee during 2013 has focused on using the Strategic Opportunities as a structure for collecting impacts that can effectively tell the Cooperative Extension story. After ECOP endorsed the idea proposed by the PSC to use the Strategic Opportunities as a platform for collecting impacts, the PSC partnered with the Measuring Excellence in Extension (MEiE) Implementation team and ACE, the Association for Communications Excellence. Chaired by Mary Jane Willis, the PSC benefitted greatly in its work from Tom Coon, who serves on both the PSC and the MEiE team, Chaired by Joe Zublena, and from Scott Cummings who manages both databases and provides excellent support. Information technology and evaluation professionals at Texas AgriLife Extension have been contracted to develop and manage the Measuring Excellence in Extension database at www.excellenceinextension.org. The MEiE and PSC team have worked to develop an information system through which impact statements could be collected, catalogued, queried and reported for use in communications with partners and decision makers.

During the March 2013 NEDA meeting, Mary Jane Willis, Joe Zublena and Scott Cummings provided an orientation of the Impacts Database system for Directors and Administrators and how the Impacts Database and the MEiE database work together. The Impacts Database is a separate database, but has an access site that is common with the MEiE database. Scott demonstrated the features and use of the database and fielded questions. Directors and Administrators were asked to provide names of individuals from their respective institutions who would be responsible for data entry.

To build on this orientation at NEDA, a webinar (<https://connect.msu.edu/p1nwpxpjexg/>) was presented in May 2013 to display the Impacts Database and its integration with the MEiE database infrastructure. The Impacts Database was opened April 1 to collect impacts to be used in piloting the system. Based on early usage, changes were made and others continue to be made. As of the end of September, 34 institutions had entered impact statements. We continue to strive for 100% participation in order to provide the most complete picture of the Cooperative Extension System nationwide.

On August 7-8, the MEiE Team, the PSC, and representatives of ACE, ESCOP and NIFA met together in Washington, DC to discuss the Impact Database structure, intent, processes, and procedures. Primary suggestions related to the Impact Database included:

- Need to have a variable to collect multistate impacts; this can be added, with a place to list appropriate states.
- Need common metrics – now using some in 4H and EFNEP, but don't have for all program areas.
- Quality control – Directors/Administrators will be responsible for identifying individuals who can enter impacts and assure quality. ACE is developing a training program about how to write high quality impact statements. The system can also include a way for readers to comment to authors.
- The database will also accommodate public value statements, as well as statements of value directly to program participants.
- The scope of the database can be expanded to include research and academic programs, as well as integrated impacts.
- The name/URL of the Impacts Database can be changed to reflect the community of participants.
- The database can be used to provide RSS feeds, sources for social media tools, and the work of kglobal.
- Need to develop a Communication & Marketing plan – internal/external; engage eXtension Brand Value (Elizabeth Gregory North) and Impacts CoPs, as well as kglobal and the Communications and Marketing Committee. This work will begin after ESCOP and ACOP determine their interest in the system.
- Madeline suggested she could request of CARET time for a presentation of the database and its use at CARET's annual meeting, March, 2014; CARET executive board could also be asked to serve as a review board
- Tim Cross agreed to Chair a subcommittee to work with Scott on building a public user interface that is inclusive of LGU functions – Tim Cross, Scott Cummings, Eric Young, Jenny Nuber, Faith Peppers, Madeline Mellinger, a research director (Bill Brown, TN), and Tom Coon.

Following the August meeting, Mary Jane Willis, Tom Coon, Madeline Mellinger and Ron Brown met with NIFA Director Sonny Ramaswamy to update him on plans for the database. Key points discussed included our desire to have a common platform that will accommodate Cooperative Extension, as well as research and academic programs if they desire; that the system would have a user-friendly public interface; that the impacts can feed into federal reporting systems, as well as being useful with the Communications and Marketing initiative and with social media; and that training was necessary to help assure quality control and that a business plan is being developed for training services. Dr. Ramaswamy was enthusiastic in his support of the direction and progress of this initiative.

Over the past couple of months, the efforts of the PSC have focused on encouraging Directors and Administrators to make sure their institution's impacts are entered in the database. This was a topic of most summer regional meetings and has been publicized in the ECOP Monday Minute. In conjunction with the MEiE team, the focus of the work of the committee for 2013-2014 will include:

- Continuing encouragement of Directors/Administrators to include impacts from their institution.
- Developing both an internal and external marketing strategy in conjunction with others.
- Working with representatives of ESCOP and ACOP to accommodate impacts research and academic programs, if they desire.
- Helping to facilitate training in writing impact statements and using the system.

Respectfully submitted, Mary Jane Willis, Chair, ECOP Program Subcommittee

**ECOP Personnel Subcommittee
Report to the Extension Section
James Trapp, Oklahoma State, Co-Chair
Chuck Hibberd, University of Nebraska, Co-Chair**

Excellence in Extension Awards

The Committee, with the support of the ECOP Executive Director's office, organized and led the process of soliciting applications and selecting five regional and one national winner of the "Excellence in Extension Award." The Selection Committee consisted of: Chair, James Trapp; 1890 ANR Educator, Edoe Agbodjan; North Central ANR Specialist, David Baker; North East Youth Educator, Wendy Brock; South Youth/FCS Specialist, Matt Devereaux; West FCS/CD Educator, Marsha Lockard; CARET Liaison to ECOP, Madeline Mellinger; and USDA-NIFA, Bill Hoffman.

Two changes to the guidelines for selecting award winners were made this year. First, only two applications were accepted from any one institution. Second, the evaluations criteria categories were reduced from six to five by merging two of the previous criteria. Both changes were judged to be improvements. Listed below are the number of applicants by region (a); the winning applicants (b); and a brief description of their program (c).

1890s

- a) 5 nominations
- b) Marion Simon, Kentucky State University
- c) Small farm risk management and "Third Thursday Thing" program

North Central

- a) 2 nominations
- b) Kimberly Greder, Iowa State University
- c) Nutritional educational programming focusing on Latina families and leadership in the "Partnering with Parents" program.

North East

- a) 3 nominations
- b) Elaine Bowen, West Virginia University
- c) Programming to help youth and adults improve their health

Southern

- a) 6 nominations
- b) Denise Holston-West, Louisiana State University Agricultural Center
- c) "Smart Bodies" program and successes in funding this program

Western

- a) 4 nominations
- b) Brian J. Higginbotham, University of Utah
- c) Family life resource programming with emphasis on marital relations

National Winner

- a) From the Southern Region
- b) Jeff Edwards, Oklahoma State University
- c) Improving Oklahoma wheat production methods and innovation in the use of electronic communications

Programming for the National Extension Director's Association (NEDA) Meetings

The Committee contributed to the annual NEDA meeting by taking the lead on two sessions of the meeting. One session presented a report on the findings of the 21st Extension Professional study. The other session consisted of a set of organized small group discussions about management issues faced by Extension Directors. Topics in this session and their leaders were as follows:

- 1) Best Practices and Lessons Learned in Developing and Implementing Revenue Generation (Dennis Calvin, Dick Senese, Chuck Hibberd);
- 2) Working With New Private Partners (Cathann Kess, Glen Whipple, Bill Woodrum);
- 3) Sharing Revenue Generation Risks and Benefits Across Campus and County Entities (Keith Smith, Jimmy Henning, Beverly Sparks);
- 4) Personnel Issues and Solutions Related to Revenue Generation (Richard Klemme, Tom Coon, Doug Lantagne);
- 5) Expanding Extension Philanthropy (Larry Katz, Joe Zublena);
- 6) How Revenue Generation Influences Program Quality and Impact (Dough Steele, Mike Ouart);
- 7) Establishing Native American Partnerships (Jon Boren);
- 8) Discontinuing a Program When the Revenue Stream Runs Out (John Rebar).

Summary of the Findings of the 21st Century Extension Professional Project

ECOP sponsored and completed a research project to identify skills and attributes of Extension professionals today and in the future. The project was under the direction of Chuck Hibberd, Dean and Director of Extension, University of Nebraska-Lincoln. A final report is in process. Chuck engaged numerous audiences in discussion of the findings, specifically focused on appropriate applications for Cooperative Extension at state and local levels. Amongst presentations were at the March 2013 National Extension Directors and Administrators meeting, a meeting of the North Central Region Directors and Administrators, and the Galaxy Conference. In addition, Hibberd was featured on an ECOP webinar which can be found at:

<https://connect.extension.iastate.edu/p9qxc1vehka/?launcher=false&fcsContent=true&pbMode=normal>.

**ECOP Budget and Legislative Subcommittee
2013 Report to the Cooperative Extension Section
Rick Klemme, University of Wisconsin-Extension, Chair**

Purpose

The ECOP Budget and Legislative Subcommittee (BLC):

- Establishes and implements a Federal legislative, budget, and advocacy agenda.
- Represents Extension priorities to the Board on Agriculture Assembly Budget and Advocacy Committee (BAC) and Committee on Legislation and Policy (CLP).
- Informs CARET and other groups for effective advocacy related to Extension strategic opportunities.
- Works with advocacy and educational groups (e.g. Cornerstone Government Affairs, kglobal, National Coalition for Food and Agricultural Research) to identify strategies for moving federal authorization and appropriation agendas forward.
- Recommends the formation, coordination, monitoring, and discharging of task forces (e.g. Crop Protection/Pest Management, Water Resources) related to national funding priorities, often in collaboration with the ESCOP Budget and Legislative Committee.

FY 2015 Federal Budget Priorities

A new survey process was implemented to assure consistency in setting budget priorities by each region, which were then aggregated and, taken together with regional discussions used to establish the Cooperative Extension requests. At the November 2013 BAA Budget and Advocacy Committee meeting, the ECOP BLC reported the following priorities for the FY 2015 USDA-NIFA budget:

- Tier one - Smith-Lever and 1890 Institutions Extension
- Tier two – EFNEP, IPM, and 1890 Institution Facilities Grants
- Tier three – SARE, Water Quality, eXtension, and Renewable Resources Extension Act

FY 2014 Federal Budget

Due to the federal government's continuing resolution until January 15, 2014, the results of advocacy efforts related to FY 2014 NIFA budget are not known. ECOP BLC monitored the work of the ECOP-ESCOP Crop Protection/Pest Management Working Group which recommended retaining the integrity of research and Extension programs as line consolidations are expected to be implemented in FY 2014.

2014 Leadership and Priorities

Rick Klemme will continue as BLC chair for 2014. Efforts to determine a chair-elect are underway. Priorities for 2014 are to:

- Recommend an advocacy agenda, including commemorative legislation, associated with the 2014 centennial celebration of the signing of the Smith-Lever Act.
- Support efforts of the ECOP National Task Force on Health to identify federal authorizations and appropriations.
- Align with the ESCOP Budget and Legislative Committee to continue efforts advocating for the "both-and" of competitive and capacity funding.
- Continue leadership for recommendations to consolidate lines while retaining functional integrity of programs in the USDA-NIFA budget especially related to crop protection/pest management and water resources (quality and quantity).
- Collaborate effectively with the APLU Board on Agriculture Assembly Budget and Advocacy Committee by representing the Cooperative Extension perspective while supporting the collective vision for research, education and Extension.

eXtension Governing Committee Report October 25, 2013

The 2011-2014 eXtension Strategic Roadmap completed and adopted by the Governing Committee in June 2011 contains six action plans that focus on 1) learning to engage audiences through learning networks and curation; 2) developing new partnerships and funding resources; 3) “optimized” Communities of Practice creating best-of-best information and educational resources; 4) helping state and local faculty and staff use and benefit from eXtension; 5) arriving at a “shared vision” of what eXtension means to CES; 6) training a 21st Century workforce to address the needs of online audiences (NTAE requirement). Key 2012 accomplishments include:

User Focus: *www.extension.org* was redesigned to reflect a new emphasis on the various aspects of eXtension content development and delivery. The new design features original home page content, strong connections to community of practice resource areas, highlights eXtension Twitter feeds and other social media links, upcoming web conferences and events, and features trending questions that come to eXtension as part of our Ask an Expert feature

eXtension’s “People” application at <https://people.extension.org> was rewritten and redesigned. It serves as the most comprehensive national directory of Extension personnel in the nation and a hub for finding and connecting with colleagues.

Ask an Expert 2.0 includes a number of new features including enhanced reporting and an automated collection system for impact and evaluation data. The number of questions asked and questions answered are increasing, as well as the number of Extension professionals answering questions. The number of people using AaE who had never heard of, or never used Cooperative Extension remains high at 57 percent and 77% of survey respondents indicated they were extremely satisfied or satisfied with their answers.

eXtension Virtual 3D develops immersive learning content and game-based simulations in several platforms, including Second Life, Open Simulator, and Cloud Party. Featured content includes bed bug management, winter safety, avian influenza prevention in backyard flocks, assistive technology in the home and on the farm, feral hogs, lawns and landscapes, wildfire ember awareness, nutrition and fitness, and food safety. In 2013, eXtension’s virtual learning environments have been visited over 68,000 times.

eXtension Foundation and Educational Media at the University of Nebraska-Lincoln are partnering to offer *mobile app development and distribution opportunities*. Services include managing the eXtension Apple and Google Play stores; consultation and development services for CoPs to develop applications or estimate the cost of development when applying for grants; reviewing applications to ensure they meet the specifications set forth by app distributors; working with developers to update and support developed applications; and serving as a resource to help Extension organizations navigate the complexities of creating, distributing and selling applications.

Partnerships & Funding: *The National Leadership Council* promotes fundraising opportunities. Council members serve as visible advocates of the eXtension Foundation and Cooperative Extension by articulating the goals of the fundraising initiative to potential donors/supporters around the country. Their role is to provide guidance and assistance in the identification, cultivation and solicitation of funding prospects and partners.

- *Robert F. Bennett*, United States Senator (Utah - retired), Owner, Bennett Consulting Groups
- *David Roselle*, Director, Winterthur Museum, Garden and Library, President Emeritus, University of Delaware
- *Susan Crowell*, Editor, Ohio Farm and Dairy

- *William Nelson*, President, CHS Foundation, Vice-President, Corporate Citizenship, CHS Inc.
- *Paul Mulhollem*, Chair of the FFA Foundation Pooled Investment Trust, former President and COO of Archer Daniels Midland
- *H. William Habermeyer* (RADM), Retired President and CEO, Progress Energy Florida
- *Doug Steele*, Immediate Past Chair, Extension Committee on Organization and Policy (ECOP)
- Director, AgriLife Extension Service, Texas A & M University
- *Jimmy Henning*, President, eXtension Foundation, Director, University of Kentucky Cooperative Extension Service
- *Michael Quart*, Vice Provost and Director of Cooperative Extension, University of Missouri
- *Ron Brown*, eXtension Foundation Board of Directors, Executive Director, Association of Southern Region Extension Directors
- *Dan Cotton*, Executive Director, eXtension
- *Global Advancement*, Bob Lewis, Chairman and Founder, Ann Hagan-Michel, Marketing and Development Associate

eXtension received an additional \$1,342.955 to support the *Military Families Learning Network* that involves The Office of the Deputy Undersecretary of Defense Military Community and Family Policy (MC & FP), and the USDA - NIFA. This follows \$3.5M previously awarded to eXtension. CHS Foundation awarded \$150,000 to eXtension Foundation to establish the *Women in Agriculture Learning Network*. Historically, CHS Foundation has supported the Cooperatives Education and Farm Safety and Health Communities of Practice. eXtension leaders were “visiting fellows” to the Department of Environment and Primary Industries Victoria (Australia). An agreement is in development to assist DEPI-V and the Grains Research Development Corporation with developing learning networks in the grains industry.

Content and Program Development

- *New Communities of Practice and Learning Networks*: Vulnerable Populations (CYFAR), Garden Professor, Extension Tourism, and Women in Ag.
- *Community of Practice Launches*: Marine Aquaculture, Sheep, Animal Welfare, Wood Products, Community Nutrition Education, Sustainable Marine Fisheries, Garden Professor, Forest Farming, Healthy Food Choices in Schools, and Program Evaluation.
- *Optimized Communities’ of Practice*: Nine applications have been submitted; up to five will be selected to receive financial support.

Learning modules and certification courses (Moodle): Over the past 12 months: 13,350 new registrations; 175 requests for course shells; and 14,900 certificates issued. Overall, there are 21,500 user registrations; 266 courses available; 250 more are in development or reevaluation; courses are taught/developed/supported by 453 teachers from 43 land grant institutions, 7 government entities, and 15 external partners (community colleges, corporations, organizations).

State & Local Value Enhancement: Coordinated site/state visits at Penn State, University of the Virgin Islands, Clemson University, Fort Valley State University, Texas A&M AgriLife Extension, Colorado State, University of Nebraska, Mississippi State and plans to visit University of Florida and Oregon State. The SLVE team organized a Digital Information Broker train-the-trainer session; an eXtension Immersive Learning Cohort; began development of screen capture “eXtension 101” basics; and began planning work with CES middle managers, master volunteer training, and staff onboarding. eXtension will also coordinate a joint meeting of the National eXtension Conference & the National Extension Directors & Administrators Meeting in March 2014. The first keynote speaker, Dave Gray, delivered a virtual conference in June as a prelude.

Transparency & Accountability: *eXtension's Critical Success Factors/Metrics* report describing 2012 key benefits eXtension provided to CES was distributed at the 2013 NEDA meeting. Work is underway to collect such information for the 2013 report.

eXtension Evaluation: Socient Associates completed their report in July and shared it with Extension directors and administrators. Following the release of the Socient report, Extension directors and administrators, and USDA-NIFA were surveyed to learn more about their attitudes and opinions regarding eXtension and how it should move forward in the future. Also, 684 Extension professionals completed a survey at the Galaxy IV Conference to learn about user/contributor interests in eXtension tools and services. Reports are available <http://bit.ly/18Gnqz4>; they will be used to inform the next eXtension strategic planning process to occur in 2013-2014.

Professional Development: Over 500 learning opportunities were entered into Learn (learn.extension.org) this past year. Learning events were provided by extension educators from several states, CoPs, the Military Families Learning Network and organizations such as ACE (Association of Communications Excellence) and NAEPSDP (National Association of Extension Program and Staff Development Professionals).

AES-CES Communications and Marketing Project 2013 Report to the Cooperative Extension Section Scott Reed, Co-Chair

Background

The Experiment Station Committee on Organization and Policy (ESCOP) and the Extension Committee on Organization and Policy (ECOP) joined together in 2012 to coordinate a targeted educational effort to increase awareness and support of basic and applied research and transformational education provided by land-grant universities through the Agricultural Experiment Stations (AES) and Cooperative Extension System (CES). [kglobal](#), a public affairs/marketing firm, in cooperation with [Cornerstone Government Affairs](#), are assisting with this educational effort. Guided by the AES/CES Communications and Marketing Committee (CMC), ESCOP and ECOP entered into a two-year agreement effective May 1, 2012 with kglobal and Cornerstone, with annual renewal. The annual commitment is \$400,000 split equally between ESCOP and ECOP. The CMC is co-chaired by Nancy Cox, representing ESCOP, and Scott Reed. The CMC is made up of ESCOP and ECOP representatives from each of the five regions, together with selected Executive Directors.

2013 Accomplishments

- **USDA-NIFA Proposed Budget Increases** – While causality cannot be confirmed, it is expected this project resulted in more robust numbers for proposed FY 2014 USDA-NIFA budget lines of interest than what may have occurred without this effort.
- **kglobal Reports** -- kglobal provides a monthly summary of work through direct reach to Congressional members, targeted social media impressions, and traditional mass media.
- **Expansion of CMC** – Academic programs, university government affairs, and university communicators are now part of CMC. In addition the APLU Board on Agriculture Assembly is investigating expansion of the CMC work with appropriate funding.
- **Focus on Nutrition and Health** – The CMC with guidance from Cornerstone elected to focus messaging on nutrition and health research and education for one year.
- **Contract Renewal** – ECOP voted in September 2013 to continue funding this effort through December 2014 at \$200,000 annual cost to the Cooperative Extension Section.
- **Identification of Primary and Secondary Contacts** -- AES and CES Directors and Administrators, or other designees, will be the Primary Contacts for kglobal staff as they reach out to the target audience. It is the responsibility of the AES and CES State Directors and Administrators to contact their Dean/AHS member to inform/approve (as appropriate to the institution) any contact information, data, etc., that are generated from their respective institution and shared with kglobal.

Next Steps

New contracts for January 1, 2014-December 31, 2014 for k-global and Cornerstone Government Affairs will be determined after the results of the BAA PBD discussion during the November 2013 APLU Annual Meeting. The CMC is scheduled to meet in Washington, DC on Sunday, 3.2.14 in conjunction with the CARET-AHS meeting.

**ECOP 4-H Implementation Team
2013 Report to the Cooperative Extension Section
Douglas O. Lantagne, Chair, University of Vermont
November 2013**

Background

Following the listening session held during the March 2012 National Extension Directors and Administrators meeting, ECOP moved to organize an ECOP 4-H Working Group to address national needs of organization and structure. The Working Group chaired by Chuck Gay (retired), Utah State University, was comprised of an Extension director or administrator and state program leader from each region. The work of the team resulted in a draft Memorandum of Understanding and communications guidelines amongst the partners.

Charge to ECOP 4-H Implementation Team

As a next step, ECOP created the 4-H Implementation Team in March of 2013 to expand the discussion to include National 4-H Council and USDA-NIFA. Representation is from each of the five Cooperative Extension regions via three directors and administrator and two state 4-H Program Leaders together with one person each from National 4-H Council and USDA-NIFA. The charge is to: 1) work with USDA-NIFA and National 4-H Council representatives to finalize a partnership agreement, and 2) formalize recommendations to ECOP about representation for an ongoing ECOP 4-H Implementation Team. This team would manage and encourage dialogue about 4-H in the Land-grant University System together with USDA-NIFA and the National 4-H Council and align expectations among all parties. This would include insuring clear communication with Cooperative Extension Directors, Administrators, and 4-H Program Leaders on the National 4-H Council Board of Trustees. Team membership is:

- Doug Lantagne, Chair, University of Vermont
- Renee McKee, Purdue University
- Deb Jones, University of Alaska
- Beverly Sparks, University of Georgia
- Celvia Stovall, Alabama A&M University
- Jennifer Sirangelo, National 4-H Council
- Ralph Otto and Lisa Lauxman, USDA-NIFA
- Jane Schuchardt, ECOP National Office

Accomplishments and Next Steps

- Developed a Memorandum of Understanding (MOU) between the Cooperative Extension Section of the APLU Board on Agriculture Assembly, Daryl Buchholz, Chair, and USDA-NIFA in collaboration with the National 4-H Council. The MOU is awaiting review by legal counsel at USDA-NIFA. A public signing with publicity is expected.
- Developed draft guidelines for an ECOP 4-H National Leadership Committee charged with engaging in regular and substantive dialogue about issues of national importance related to the LGU Cooperative Extension implementation of the 4-H program. The guidelines are under review and will be presented to ECOP for approval in November 2013 and implemented once the MOU has been signed.

Measuring Excellence in Extension Implementation Team
Joe Zublena, Chair
2013 Report to ECOP

The Measuring Excellence in Extension (MEiE) Implementation Team provides leadership and management for the national Cooperative Extension systems, Measuring Excellence in Extension database and the newly added Strategic Opportunities Impact Statements. The Implementation Team serves as a subcommittee of ECOP and received a budget of \$43,500 to accomplish its responsibilities and tasks in 2013.

Key areas of work involve database management and improvement, as well as, marketing, communications and training for Cooperative Extension Directors, Administrators and designated staff.

2013 Database Management and Improvement Accomplishment and Activities:

- One of the most significant changes in the MEiE database in 2013 was the inclusion of Extension Impact statements. This change was a result of significant collaborations between the MEiE Implementation Team and the ECOP Program Subcommittee. This component of the database became available for data input and contains separate input access from the rest of the MEiE database. Input of data for either area is at the discretion of each Extension Director or Administrator.
 - Interest in the Impact component has also expressed by ESCOP, ACES and NIFA. A collaborative meeting was held in August of all interested parties to explore possible joint efforts and will continue through 2014.
- Several data fields that were viewed as less useful by Directors and Administrators, through a user survey, were moved from primary data entry to an optional archived tab. Several new fields related to salary data were added, based on input from the same survey. Salary data used to be reported annually from USDA but was discontinued in 2008.
- The MEiE database added a high quality charting and graphing software program last year. The graphics continue to improve. The program can generate several different reports and visualizations. This software program was made available from Texas A&M at no cost to the Extension in Excellence project.

2013 Marketing, Communication and Training Accomplishments and Activities:

- The MEiE Chair presented an update at the NEDA annual meeting in San Antonio.
- The committee developed and provided monthly marketing articles regarding the MEiE database for the ECOP Monday Minute. Updates have included continual requests for participation.
- A committee member developed and made available a video on how to use the MEiE database. This video is available on the MEiE website.

2012 Excellence in Extension Implementation Team Members

Joe Zublena, Chair *October 2012 - present (Representative for the Southern Directors) Associate Dean and Director, CES North Carolina State University*

Scott R. Cummings (Representative for the Southern Evaluators) *Associate Department Head and Program Leader, Agricultural Leadership, Education and Communications Texas A&M University*

Allison Nichols (Representative for the Northeast Evaluators) *Evaluation Specialist, West Virginia University*

Lisa Townson (Representative for the Northeast Directors) *Associate Director, Program Support, University of New Hampshire*

Ntam Baharanyi (Representative for the 1980 Administrators) *Assistant Administrator, Tuskegee University*

Gae Broadwater (Representative for the 1890 Evaluators) *Kentucky State University*

Tom Coon (Representative for the North Central Directors) *Associate Dean and Director*
Michigan State University

Bruce E. Haas (Representative for the North Central Evaluators) *Evaluation and Reporting*
Cooperative Extension, Michigan State University

Judy Barth (Representative for the Western Evaluators) *Director, Operations, Colorado State University*
Extension

Deborah Maddy (Representative for the Western Directors) *Associate Provost & Associate Director,*
Extension Service, Oregon State University

Linda Kay Benning (Ex-Officio) *Executive Director, NE Cooperative Extension*

ECOP Health Task Force
2013 Report to the Cooperative Extension Section
Michelle Rodgers, University of Delaware, Co-Chair
October 25, 2013

Situation Statement – Given the national trends in health, the upcoming celebration of federal legislation establishing Extension in 1914 and the current assets of Extension, including the ability to be responsive to emerging needs, it is a critical time to create a programmatic focus “Cooperative Extension’s National Framework for Health and Wellness.”

The ECOP Health Task Force was charged by 2013 ECOP Chairman Daryl Buchholz, to complete three goals over the course of calendar year 2013:

Goals -- The ECOP National Task Force on Health will engage scholarly leaders to structure a national action plan framed in logic models with indicators for measuring success. Specifically, the task force will:

- Identify priorities for Cooperative Extension health programs for the next 3-5 years.
- Identify outcome indicators for each priority.
- Identify potential partners, public and private, including non-traditional partners, to be engaged in resource development, program implementation, and outcomes reporting.

Key summary of work completed to date:

- Identification of National trends to inform decisions around priorities.
- Identification of 6 Priority areas for Programming.
 - **Integrated Nutrition, Health, Environment, and Agricultural Systems -**
 - Intentional collaborative actions to link assets of existing systems to improve health.
 - **Health Literacy -**
 - Health literacy is the ability to get, understand and act upon health information and services.
 - **Health Insurance Literacy -**
 - Health insurance literacy measures the degree to which individuals have the knowledge, ability, and confidence to find and evaluate information about health plans, select the best plan for their own (or their families) financial and health circumstances, and use the plan once enrolled.
 - **Chronic Disease Prevention and Management -**
 - The goals of chronic disease prevention and management are to prevent disease occurrence, delay the onset of disease and disability, lessen the severity of disease, and improve the health – related quality and duration of the individual’s life (adapted from Doll, 1985). Prevention efforts traditionally involve interventions performed before the clinical onset of disease or early in the course of disease, while management efforts may occur later in the disease course and are often focused on reducing the undesired consequences of diseases (adapted from McKenna and Collins, 2010).
 - **Positive Youth Development for Health -**
 - Positive youth development (PYD) focuses on building individual strengths and community supports that prepare young people for learning, work, and life.

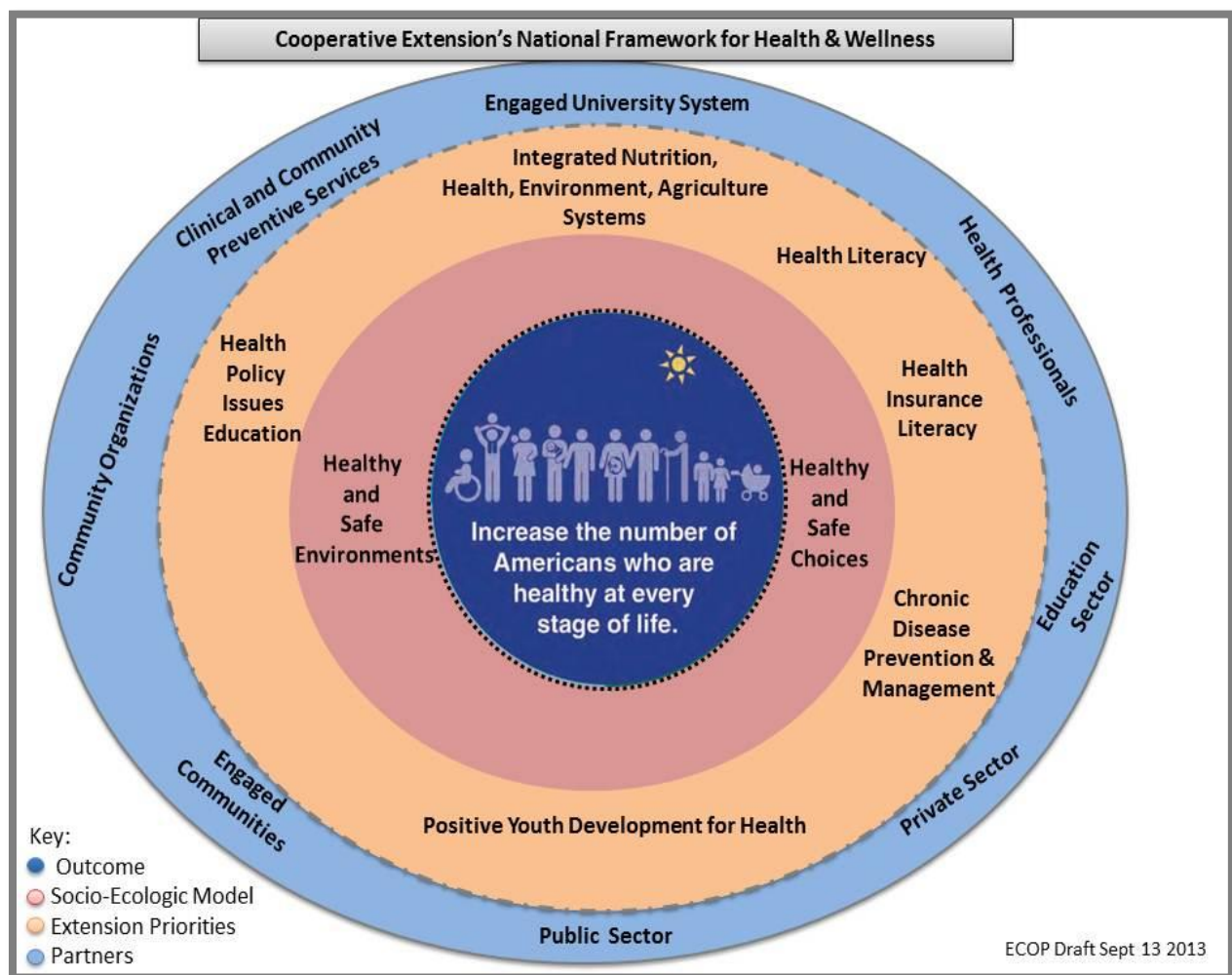
- **Health Policy Issues Education -**

- Health Policy Issues Education is the educational process of informing and assisting people to improve group decisions about pressing and emerging health issues that affect them and their communities.

- Cooperative Extension Strategic Analysis as it relates to Priority Areas.
- Draft of Visual Model of Outcomes, model, priorities and partners.
- Beginning draft of overall national logic model.

Work yet to do:

- Identify specific potential partners both public and private and funding/resources available.
- Specific recommendations to ECOP including implementation strategies.
- Development of Communication Plan.





Cooperative Extension Centennial Celebration

Concept – 2014 marks the 100-year anniversary of the signing of the [Smith-Lever Act](#), the founding legislation of the national Cooperative Extension System. The Extension Committee on Organization and Policy (ECOP) has established a centennial task force to coordinate and support activities nationwide and set up a resource website at www.Extension100Years.net. While the national events will celebrate Cooperative Extension's heritage, the primary focus is on Extension's contemporary efforts and launching the next 100 years of educational programming that transforms behavior of individuals, families, youth, farmers, communities, and businesses. Together with Cooperative Extension's federal partner, U.S. Department of Agriculture's National Institute of Food and Agriculture, national partners will be engaged in events in Washington, DC to ensure these are complemented by state and local opportunities for engagement with grassroots stakeholders and exposure to new audiences.

Overview of Strategy – At the national level, planning is underway for three events, each with a different focus, and increased federal-level advocacy and awareness of Extension. National events include:

Capitol Hill Reception March, 5, 2014 – Occurring during a meeting of the Association of Public and Land-grant Universities' Council for Agricultural Research, Extension and Teaching (CARET), this reception will create opportunity for advocates of Extension to interact directly with invited members and staff of House and Senate Agriculture and Appropriations Committees. Honorary co-hosts for the event will be chairs and ranking members of the Agriculture Committees.

PILD, April 7-9, 2014 – The annual Joint Council of Extension Professionals Public Issues Leadership Development (JCEP PILD) forum will allow grassroots stakeholders to reach out to members of congress from all 50 states. These stakeholders will be educated on current issues and priorities for the system and, based on state-by-state preference, will join with Extension professionals for Capitol Hill visits.

Convocation & National Awareness Event May 7-8, 2014 – The signature national event held in Washington, D.C., the Cooperative Extension Centennial Convocation will highlight the contemporary work of Cooperative Extension. Extension professionals, university and federal leadership are encouraged to attend. A reception May 7 will focus on building leadership for the next century. A portion of the May 8 event will be available for viewing at state and local events.

To support these efforts, a fund raising campaign is being organized in conjunction with National 4-H Council. The goal is to raise \$200,000. Initial contacts and meetings are currently underway.

Other activities underway to promote the Cooperative Extension System at the national level include development of wording for a Presidential Proclamation, U.S. Senate and House of Representatives resolutions honoring Cooperative Extension, and a nomination of Seaman A. Knapp to the national Agriculture Hall of Fame. Sessions at the USDA Ag Outlook Forum in February 2014 and the National Coalition of Food and Agricultural Research Capitol Hill Seminar Series in April have been confirmed.

The next component of the strategy is engagement of the Land-Grant Universities and, specifically, the Cooperative Extension Services in all 50 states, The District of Columbia, and the territories. This element of the strategy will allow for a broader reach throughout the country while tailoring the celebration with a local perspective. The states can build upon images, logos, and wording generated through the national team and housed on the Centennial website (extension100years.net) to give an overall look and feel to operations nationwide. The states are then empowered to create events, signage, resolutions, advertising campaigns, etc. that

will advance their messaging. The look and feel of components in the Centennial Toolkit is built upon the ECOP-initiated Extension Brand Value work which has rolled out over the past several years. The campaign uses the value statement from the brand value work, *Extending Knowledge – Changing Lives*, as the core theme.

Finally, to engage even broader constituencies, a social media campaign has begun to allow for internet-based sharing of images, ideas, and events. Identities have already been created for Extension100years on Facebook (695 followers), Twitter, and Pinterest. Each has begun to build “likes” and “shares” and is reaching out beyond the scope of traditional marketing efforts. This presence in social media can attract a broader constituency of participants and help expanded audiences learn about Cooperative Extension’s history, role, and function in contemporary society. This strategy will use the centennial communicators work group that has been established to represent each region of the country. This group will tweet for 100 days leading up to the anniversary on May 8, 2014.

During 2013 the Extension Centennial Task Force gave presentations at many professional meetings to promote the centennial. Promotional materials developed to help extend the message include information cards, business/message cards, logo badges, logo stickers and window shade exhibits. The cost for these items was approximately \$1,500.

Presentations:

2013 NEDA meeting, March, San Antonio, TX
ECOP meeting, July, Manhattan, KS
North Central Directors, Sept., Columbus, OH

ACE/NETC, June, Indianapolis, IN
Southern Program Leaders, August, Nashville, TN

Official kickoff of the centennial was at the Galaxy Conference in Pittsburgh, PA. The task force gave a poster session reaching several hundred extension professionals, followed by a kickoff presentation by Dr. Jimmy Henning and Ms. Frankie Gould at an evening reception with more than 1,500 attendees. Finally, Dr. Henning and Ms. Gould, along with Dr. Jane Schuchardt, gave a more in-depth seminar presentation with more than 40 extension professionals in attendance.

In addition to the events planned in spring of 2014, the committee is constantly adding to the online centennial toolbox and developing a detailed timeline of the first 100 years of Cooperative Extension. A series of articles in the Journal of Extension (JOE) throughout 2014 will feature Extension. The commentary articles will focus on historical impact, contemporary efforts and future strategies.

The task force secured a contract with Mr. Bill Woodrum to serve as a centennial consultant to accomplish targeted initiatives.

Extension Centennial Task Force Members

Frankie Gould, Louisiana State University AgCenter and Douglas Steele, Texas A&M AgriLife Extension Service, (co-chairs); Chrystal Checketts, Cooperative Extension/ECOP; Jimmy Henning, University of Kentucky; Bill Hoffman and Judy Rude, USDA NIFA; Jane Schuchardt, Cooperative Extension/ECOP

Report compiled October 29, 2013

Selected 2013 NIFA Activities Supporting Cooperative Extension

Epsilon Sigma Phi (ESP)

The Extension Honor Society has been reactivated in Washington, DC. Mu Chapter of ESP has been inactive for several years and in 2013 was reinstituted with the overarching goal to raise the awareness and understanding of Extension at NIFA and in US government agencies. The chapter will be carrying out a number of activities highlight successful Extension programs, including a seminar series. They hope to share those presentations across the partnership.

Food Safety and Nutrition

The Nutrition and Health Sub-committee on the National Evaluation Indicators provided a conference poster and work shop at the 2013 Galaxy Conference. Through use of [the national indicators](#), the Food, Nutrition, and Health Committee seeks to provide a more complete description of the impact of food and nutrition programs on the health and well-being of US citizens.

EFNEP: the Expanded Food and Nutrition Education Program: USDA's National Institute of Food and Agriculture's [Expanded Food and Nutrition Education Program \(EFNEP\)](#) operates in the 50 states, 6 U.S. insular areas, and the District of Columbia, to improve the diets and food-related behaviors of low-income families and youth. EFNEP reaches approximately 130,000 adults and 480,000 youth each year. [Annual data confirms that graduates consistently report strong results](#). NIFA national leadership support for the EFNEP program includes:

- [WebNEERS](#), a web-based program management and reporting system, was fully implemented for EFNEP.
- A new [EFNEP policy document](#) was published online. Policy changes were incorporated into planning and reporting requirements and training was provided to university program staff. This document represents the first major review and update to EFNEP policy in 30 years.
- In-depth phone interviews were conducted with all 75 EFNEP implementing institutions to assess strengths and areas of concern in implementing recent changes to EFNEP, learn first-hand of university concerns, and provide case-specific guidance.
- Top administrators from FNS, NIFA, and ECOP met with University program leadership in April to share their vision for low-income nutrition education as part of an OC-40 grant that H. Chipman oversees to align EFNEP and SNAP-Ed through the Land-Grant University System.
- Through SNAP-Ed assessment funds, the Land-Grant University SNAP-Ed Office commissioned and published the "[National Report: Supplemental Nutrition Assistance Program Education through the Land Grant University System: FY 2010: A Retrospective Study](#)." Also, in part through SNAP-Ed Assessment funds, the eXtension Professional Community of Practice, "[Community Nutrition](#)," was established. Finally, SNAP-Ed assessment funds also supported partial travel for members of the Land-Grant University SNAP-Ed Program Development Team, which met in Washington DC.

Two previously awarded but still active Food Safety Coordinated Agriculture Projects (CAP) made significant progress towards their Cooperative Extension objectives. The [Virus CAP](#) team's overall goal is to reduce the incidence of viral foodborne disease. The [shiga-toxigenic Escherichia coli \(STEC\) CAP](#) team's overall goal is to reduce the incidence of STEC in beef and thereby reduce the incidence of foodborne illness caused by STEC. The extension activities associated with these CAPS are ongoing and far reaching. The two CAP team's long term scientific impacts and extension outcomes include: changes in knowledge and attitudes and information dissemination to reduce the incidence of foodborne illness. Social media, [particularly blogging](#), is one important outlet for this information.

The AFRI Food Safety Challenge Area funded eight integrated projects for the Safety of Fresh and Fresh Cut Produce priority area and two integrated projects in the Anti-Microbial Resistance Area with extension components in FY 2013. Highlights include:

- [University of Arkansas](#) researchers will evaluate Farmer's market food safety of fresh produce to reduce cross contamination via an augmented reality utilizing smartphone technology and QR codes. This project will train and equip farmer's market vendors, managers and consumers with scientifically based and practical behaviors that will reduce the likelihood of a foodborne illness outbreak.

- At [Iowa State University](#), researchers will conduct microbial assessments of leafy greens in retail foodservice establishments for the aging and develop, implement, and evaluate effective safe food handling messages in facilities that serve aging Americans.
- [Ohio State](#) researchers will identify mitigation strategies for dissemination of antimicrobial resistant pathogens in livestock populations. Employing an advisory panel which includes extension personnel, they will develop educational modules (e.g. BMPs, herd health) and the information will then be delivered through existing extension programs to various end users.
- At [Kansas State University](#), scientists will identify evaluate and implement adoptable intervention strategies for managing antibiotic resistance in swine and beef cattle. Stakeholders including producers and veterinarians played a big role in identifying the goals of the project. The scientists will engage various stakeholders through extension and outreach efforts using various strategies such as tools and technologies, and through their service on expert interactive advisory panels.

Bioenergy, Climate and the Environment

The AFRI Regional Approaches to Sustainable Bioenergy Systems Program is funding grants bringing together strong industry, academic, and government partnerships targeting the research and development of regional systems for the sustainable production of bioenergy and biobased products that:

1. Contribute significantly to reducing dependence on foreign oil; have net positive social environmental, and rural economic impacts
2. Integrate research, education, and extension/technology transfer activities
3. Produce advanced biofuels; are compatible with existing agricultural systems

Extension activities have focused on landowner adoption of new crops and harvesting methodologies, decision-making tools for communities and industry, and tracking new technology advancements. The six bioenergy Coordinated Agricultural Projects funded by AFRI are contributing to these extension activities in many ways, including through eXtension.org. Leveraging earlier investments by NIFA, two Community of Practices continue to grow and support bioenergy extension efforts; [Wood Energy Community of Practice](#) was initiated with support from NIFA's Renewable Resources Extension Act and [Farm Energy Community of Practice](#) began with a grant from NIFA's Sustainable Agriculture Research and Education Program.

The NIFA Climate Variability and Change Program has funded major Extension projects through the Agriculture and Food Research Initiative. These projects have had major impacts on the food production community and have created substantial interactions with other research and education projects funded by NIFA. Three outstanding examples are linked below:

- [Climate Variability to Climate Change: Extension Challenges and Opportunities in the Southeast](#): The long-term goal of this project is to build an effective Climate Extension program in the Southeast USA that will contribute to the existence of a vibrant and sustainable agricultural industry in the region, that is capable of adapting to and mitigating risks associated with climate variability and change.
- [Climate Change, Mitigation, and Adaptation in Corn-Based Cropping Systems](#): This project is composed of teams from 12 institutions across nine North Central US states is addressing the agronomic and societal challenge to mitigate and adapt the North Central corn-based cropping system to climate change. It integrates research, extension, and education; builds capacity for extension to address climate change needs of stakeholders; and prepares the next generation of scientists for interdisciplinary research on the intersection of agriculture and climate.
- [Useful to Usable \(U2U\): Transforming Climate Variability and Change Information for Cereal Crop Producers](#): This project seeks to improve the resilience and profitability of farms amid variable climate changes by providing stakeholders with better decision support tools (DSTs), such as predictive climate models that are delivered more effectively. In addition to extension and outreach activities, the project conducts research on the biophysical and economic impacts of different climate scenarios on corn and soybean yields in the North Central Region and conducts complementary research to understand how producers and advisors are likely to use this information.

Youth Family and Community

4-H National Headquarters' role as the federal public partner with the extension land-grant partners is to build connections, competency, and capacity. 4-H HQ works on framing program quality, promising practices, professional development and partnerships.

Program Quality

- Common Measures efforts co-coordinated from 4-H HQ and National 4-H Council rolled out the common set of outcomes, indicators and measures for 4-H.
- The Programs of Distinction is under review with additional categories and levels for promising practices and programs of excellence under consideration. Peer review training has been institutionalized.
- 4-H was part of the presentation on national [TV broadcast – American Graduate Day](#).

Best Practices

- The Event Checklist web-based system is being used. The checklist establishes practices of both program and event management quality at local, multi-state and national levels.
- Modeling positive youth engagement strategies as part of National 4-H Conference has led to youth presenting briefings to multiple federal agencies and this past year as well to the House and Senate Ag Committee staff.
- As host for the Federal Interagency Positive Youth Development sub-group, 4-H HQ is collaborating on the findyouthinfo.gov PYD page. 4-H HQ continues to provide for credit internship opportunities for undergraduate and graduate students.
- 4-H Tax Exemption Transition: GEN 2704 sunsetted. States have been reporting receipt of their GEN. - Thanks to all for your patience!

Partnerships with other federal agencies by 4-H Headquarters:

- Serves as the co-chair for the Positive Youth Development sub-group of the Federal Interagency Working Group for Youth Programs,
- Hosts the Informal Science Education Working Group, participate on the OJJDP's Federal Coordinating Council ,
- Served on the federal interagency CO-STEM partners.
- Pilot projects are in development with CDC's animal health & flu division including extension partners and state public and veterinary health partners. 4-H HQ cohosts with NIFA's the Center of International Programs a "Meet'n'Greet", an informal interagency group on international positive youth development.

The NIFA Division of Family & Consumer Sciences strengthens families, farms, communities, and the economy through applied science and investments in research to understand how people can improve their well-being and quality of living while functioning in family, farm, community, regional, national, and global contexts. Programs focus on rural vitality, financial capability, nutrition and health literacy, home safety, energy efficiency, child and family resiliency, and disaster preparedness and response. DFCS programs account for over 25% of formula funds expenditures in partnership with the LGU System, as well as millions of dollars annually in federally-reimbursable agreements. 2013 highlights include:

- **NIFA Grant to Develop Youth Farm Safety Curriculum:** NIFA awarded \$600,000 to [Pennsylvania State University](#) to develop a national training curriculum that lessens agricultural hazards to youth workers. The training will align with Career Cluster Standards (CCS) of the National Council for Agricultural Education for a unified approach to a national farm safety education and curricula-certification program for youth.
- **FY 13 Extension [Outreach on the Marketplace Exchanges of the Affordable Care Act](#) (MEACA)** partnership grant opportunity between the Centers for Medicare and Medicaid Services and NIFA, awarded a one year cooperative agreement to the University of Georgia to function as the lead institution in implementing a program of outreach and education in cooperation with 11 other institutions.
- **[Military Families Portfolio Update](#):** Over the past year, we have continued the DoD/USDA Military Extension Partnership with the Office of the Secretary of Defense (OSD) as well as our Family & Consumer partnerships with Army, Army Reserves, Air Force, and garrison-level commands. Our FY 13 funding totaled over \$18 million for these projects.

- ***Cooperative Extension Continues to Strengthen Rural Prosperity through Projects in Rural Health and Safety Education:*** Rural Health and Safety Education (RHSE) competitive grants program at NIFA focuses on supporting outreach programming efforts of the Land-Grant University and Cooperative Extension system aimed at enhancing the quality of life in rural United States through health and safety education and health promotion activities. In FY 2013, NIFA awarded over \$1.3 million through the RHSE program. Seven new projects receiving RHSE funding will address health and safety education needs in rural U.S. by engaging youth of [rural Alaska](#) in healthy living activities through 4-H mentoring program built on a positive youth development framework; improving health literacy among non-native English speakers in [rural Alabama](#); improving wellness and health among women in rural Pennsylvania through an evidence-based exercise and nutrition program; developing and implementing community-based health promotion initiatives across 4 districts of the Standing Rock Sioux Tribe in North Dakota; training Extension Wellness Ambassadors to deliver health and nutrition education across [rural Arkansas](#); improving health literacy and behaviors related to chronic disease prevention among adults ages 50 and older in [rural and frontier North Dakota](#); and optimizing mental health of children in [rural Texas](#) through positive behavior training and support for childcare providers serving children ages 0-5.
- ***Job growth through NCRCRD:*** The Michigan State University-led North Central Regional Center for Rural Development ([NCRCRD](#)), in its 12-state coordinating role, developed a set of common benchmarks for programming to enhance job retention and growth in the region. NCRCRD's highly acclaimed webinar series helped stakeholders identify best practices in rural economic and community development. The North Central region has documented over 32,000 jobs created or saved as a result of NCRCRD programs. As an example, **University of Wisconsin Extension** helped 3 counties merge their economic development efforts, which resulted in \$2 million in business assistance grants, \$15 million in private investment in local businesses, and 450 new jobs.
- ***Master Family & Consumer Sciences Volunteer Program*** is a NIFA DFCS national initiative that is a response to a critical need to maximize program delivery through training volunteers to support educational outreach. The Master Family & Consumer Sciences Volunteer Program brings all existing state volunteer initiatives under one national umbrella program, and it includes a component for tracking volunteer contributions. This initiative was developed through a partnership of USDA NIFA's Division of Family & Consumer Sciences with Montana State University and will be available for dissemination in January 2014.
- ***Extension Disaster Education Network (EDEN)*** has leveraged international resources to support disasters through a partnership with Bicol University in the Philippines. Bicol University is the first [international member of EDEN](#) through a 3-year pilot to foster reciprocal support of disaster resources and expertise. This collaboration allows for both entities to share knowledge and research and maximize limited resources. USDA National Institute of Food and Agriculture supports EDEN through the Food and Agriculture Defense Initiative funding.
- ***Healthy Homes Partnership*** links the resources of the USDA NIFA Land Grant Universities with the U.S. Department of Housing and Urban Development's Office of Healthy Homes and Lead Hazard Control for a public outreach program to reduce housing deficiencies and risks associated with childhood diseases and injuries. These efforts supported through funding by HUD enabled Extension staff in multiple states to conduct training which mobilized individual actions and improved environmental decision-making skills among millions of consumers.
- ***Smart Phone App for Disasters:*** North Dakota State University Agriculture Communication and Myriad Devices of Fargo were honored Sept. 24 as a [White House Champion of Change for Community Preparedness and Resilience](#) for creating two disaster education mobile phone apps, which were funded through USDA NIFA Smith-Lever Special Needs Competitive Grants Program administered through Division of Family & Consumer Sciences.
- ***America Saves:*** USDA/NIFA and the Cooperative Extension System is an active partner with the American Savings Education Council and America Saves during America Saves Week. In 2013, [hundreds of Cooperative Extension Agents/Educators participated in America Saves Week](#), recognizing that raising awareness about the importance of saving now will help strengthen the finances of students and adults in the future. Cooperative Extension programs reached 358,160 people with 6,033 people setting a savings goal, pledging to save \$367,956 dollars.

Food Production and Sustainability Highlights

Aquaculture Funding and Leadership at NIFA: The current NIFA aquaculture research and extension base is highly diverse in terms of funding mechanisms, areas of research, and species cultured. NIFA also provides leadership, on behalf of the Secretary of Agriculture, to facilitate the coordination of all federal programs in aquaculture. This is done through the Joint Subcommittee on Aquaculture, which reports to the National Science and Technology Council (NSTC) of the Office of Science and Technology Policy in the Office of the Science Advisor to the President. NIFA works in close partnership with the five regional aquaculture centers (RACs): [Southern](#), [North Central](#), [Northeastern](#), [Western](#), and the [Center for Tropical and Subtropical Agriculture](#).

Notable AFRI animal science projects with a strong extension component include:

- **The Integrated Bovine Respiratory Disease Complex CAP**: This AFRI project includes extension objectives to develop a sustained effort to disseminate, demonstrate, evaluate and document the impact of a range of educational outreach materials and best management practices for beef and dairy cattle producers, and feedlot personnel. Within the last year, two episodes of Cattlemen-to-Cattlemen led by the extension team aired ([Oct. 2013](#); [Sept. 2013](#)); an additional \$600,000 grant from the University of California was secured; 10 fact sheets on reducing the incidence of BRD for beef cow-calf operators were developed; an agreement with a large integrated cattle firm to collect Bovine Respiratory Disease phenotypes on animals in its feedlot for a three year period as part of community based programming was achieved, funding for a 2014 symposium was secured; and, veterinary diagnostic laboratories in the United States were surveyed to identify their priority needs for diagnostics.
- **The Southeast Quality Milk Initiative (SQMI)**: This is an AFRI extension-focused project that is identifying economic, social, and psychological factors affecting limited adoption of practices known to control mastitis and uses that information to develop strategies to counter the rationale for non-adoption. Current dairy farmers and those who have gone out of business within the last five years are engaged.
- **The Quality Milk Alliance (QMA)**: This is an AFRI extension-focused project that is helping dairy producers build “quality milk teams” to manage mastitis that include owners, managers, employees and their herd veterinarian. Training is being developed for veterinarians so they can become better “coaches” to help maintain compliance with mastitis control and drug use protocols. Additionally, development of a combined online and hands-on educational program for certified specialists who will be familiar with and can apply the QMA approach on dairy farms is underway. The QMA website and their outreach workshops present information in both English and Spanish.

The Inter-Regional Project No. 4 (IR-4) conducts several extension-oriented activities each year. Among the most important are the stakeholders workshops for both [food-use](#) and [ornamental](#) (non-food use) projects. The results of these workshops provide guidance for IR-4’s primary goal of registering with the Environmental Protection Agency (EPA) the pest management technologies needed by producers of specialty/minor crops.

The **Extension IPM (EIPM) Coordination program** has been very successful in producing outcomes since the implementation of the competitive program process. Between 2008 and 2012 more than 300 outcomes were reported by all of the programs funded by EIPM-CS. More than 160 projects referenced changes in knowledge with nearly 140 more documented changes in behavior. Qualitative improvements in IPM knowledge we reported from all program emphasis areas. Individually, awardees reported from 1-26 outcomes with a mean of nearly six outcomes per awardee. The reported outcomes indicate that nontraditional applications of IPM are growing in demand.

The **Bee-Informed Partnership (BIP)** has engaged thousands of hobbyist and commercial beekeepers with management surveys. The surveys have helped identify risk factors and best management practices (BMPs). The first BMPs were released in 2012 and more are expected as the database of management practices becomes more robust. One grower credits the management recommendations from the program that has contributed to savings of \$80,000 each year (Bee Culture magazine, April 2012).

In 2013, the North Central, Northeastern, Southern and Western **Regional Integrated Pest Management (IPM) Centers** promoted and implemented IPM regionally and nationally by facilitating collaboration across states, disciplines, commodities, and settings. IPM Centers served as focal points for regional pest management information networks, collaborative team building, and broad-based stakeholder participation, the Centers enhanced responsiveness

to critical, priority pest management and global food security challenges. While examples of projects are available at a central clearinghouse, key IPM resources recently developed by the Regional IPM Centers include: [IPM in Public Housing](#), [Brown Marmorated Stink Bug](#), [Toolkit for Assessing IPM Outcomes and Impacts](#), and a number of [Pest Alerts](#).

AFRI Project focuses on thrips-transmitted tospoviruses: Tospoviruses threaten production of many high-value food crops worldwide, including many that are fundamental to satisfying human needs for nutritionally diverse diets. The AFRI recently funded a CAP Project titled: [Advancing innovative technologies and integrated strategies for sustainable management of thrips-transmitted tospoviruses](#). Two highly damaged crops, fresh tomato and pepper, represent 18% of the value of the U.S. vegetables, with 85% of pepper and 65% of fresh market tomato acreage grown in states involved in this project. Extension activities include the development of a Thrips-Tospovirus Educational Network (TTEN) to train and mentor students, and extending information via a national, web-based management toolbox in the Plant Management Network (PMN).

New Plant Breeding Information Resource Portals Established: The [AFRI Solanaceae \(Tomato and Potato\) CAP](#) has established the [eXtension Plant Breeding and Genomics Community of Practice \(PGBCoP\)](#), and has published educational materials on a variety of topics important to plant breeding including experimental design, statistical inference, selection, genetic mapping, and QTL and population development. In addition to traditional static tutorials, PBGCoP has worked to develop self-paced inquiry-based curriculum to connect breeders and students to open-access computational tools and data through hands-on learning. The AFRI Triticeae (wheat and barley) Coordinated Agricultural Project (TCAP) has established the [Plant Breeding Training Network \(PBTN\)](#) as a central hub for educational and extension activities focused on training plant breeders with technical and professional skills to enhance performance in industry and academia; promote interactions among faculty, graduate students and members of the plant breeding community and; increase the number and diversity of undergraduate students interested in careers in plant breeding.

Excellence in Organic Extension webinar series organized: As part of a NIFA funded Organic Transition (ORG) project, [Excellence in Organic Extension](#) has been jointly organized by NC State and the [national eOrganic E-extension portal](#). This 4-session webinar series provides training to enable graduate students and others hoping to work directly with farmers in their jobs, an opportunity to learn what works, and what doesn't, from national experts in organic agriculture Extension. Topics of the four webinars include: 1) How to develop and deliver a farmer-friendly talk; 2) utilizing social media such as Facebook, Twitter, and Pinterest to engage and interact with your audience; 3) how to plan and put on an engaging, informative and successful field day; and 4) improving your program by evaluating your Extension program with feedback and follow-up. Interest and participation in these webinars has been overwhelmingly positive, with 100-300 registrants at each.

Promoting the U.S. hazelnut industry: Two projects funded by NIFA through SCRI are focused on improving, demonstrating, and deploying the genetics of hazelnut to provide elite cultivars that can be grown over wide areas:

- The [Hybrid Hazelnut Consortium](#), involves scientists from Oregon, Nebraska and New Jersey in an effort to create hybrids of the European and North American species that will be high yielding, adapted to many climates and resistant to eastern filbert blight (EFB). With the help of Cooperative Extension, EFB resistant hybrids are currently replacing diseased orchards in Oregon at a rate of 2,640 acres per year with increased profitability of \$4,954 per acre.
- The [Upper Midwest Hazelnut Development Initiative](#), involves scientists from Minnesota and Wisconsin who are collecting high yielding individuals, clonally propagating them and studying best management practices. This team is collaborating with the Hybrid Hazelnut Consortium by testing EFB-resistant cultivars for climatic adaptability and by providing promising germplasm that can be incorporated into future hybrids. Farmers with land adjacent to Lake Superior that is unsuitable for commercial production of almost all crops can produce gross revenues of \$11,200 per acre with the highest yielding clones.

Joining efforts to enhance Beginning Farmers training: Extension faculty are leading and/or collaborating in many of the more than 140 beginning farmer and rancher training programs funded by NIFA's Beginning Farmers and Ranchers Development (BFRD) Program, and contributing materials to the [national Start2Farm.gov clearinghouse](#). For example, the AGROpreneurship program of the University of California is collaborating with a community college to offer business training and internships, particularly for low-income, underrepresented and Latino populations.

Alabama A&M is working with Extension on five incubator farms and web-based training for new and beginning farmers across the state. South Dakota State University (SDSU) Extension provided ranching and horticulture training to students from Pine Ridge, Rosebud, Cheyenne River, and Crow Creek reservations. Penn State has developed a comprehensive curriculum on safety and health for beginning farmers and ranchers, to be shared in an in-depth workshop with the other BFRDP project leaders at the November 2013 project directors' meeting in McAllen, Texas.

AgrAbility: AgrAbility program at NIFA seeks to enhance quality of life for farmers, ranchers and other agricultural workers with disabilities by providing funding for two project types -- [State and Regional AgrAbility Projects](#) (*SRAPs*) and the [National AgrAbility Project](#) (*NAP*). *SRAPs* (funded for up to 4 years) are cooperative projects in which State Cooperative Extension Services at 1862 and 1890 Land-Grant Institutions collaborate with non-profit disability services organizations to build capacity on regional and state levels to meet the needs of agricultural workers with disabilities through education, information on assistive technology solutions, networking, direct assistance, and marketing of services and resources. The primary function of *NAP* is to support *SRAPs* in developing their capacity to meet these objectives. In FY 2013, NIFA awarded close to \$4 million to support the existing *NAP* at Purdue University, 17 *SRAPs* eligible for continuation, and 3 new *SRAPs*.

APLU Board on Human Sciences, Inc.

Chair's Report

April 2013 to November 2013

Provided by Linda Kirk Fox, BoHS Liaison to ECOP

During the fiscal year beginning on April 1, 2013, the APLU Board on Human Sciences, Inc. (BoHS) advanced the Human Sciences in higher education with two conferences, active involvement in the Association of Public and Land-grant Universities, and advocacy to support the “human dimension” in higher education and in the U.S. Department of Agriculture.

1. **APLU.** We proposed and will host collaborative programs for the 2013 APLU Annual Meeting. A plenary session co-sponsored by the BoHS will welcome Gen. Richard Myers (RET) as a speaker. Gen. Myers will discuss the role of universities in supporting military families and veterans following deployment. Moreover, BoHS members emphasized their expertise in a number of the focus areas for APLU. BoHS liaisons participated in the meetings of APLU Commissions, Councils and Boards, including: the Commission on International Initiatives (CII), ECOP, ESCOP, ACOP, CFERR and the BAA/BAC. Several BoHS representatives – Linda Fox, Pam White, Carol Kellett among others – participated in the July 2013 Joint COPS meeting. Kellett attended the APLU Conference for Economic Impact in Higher Education. Judy Siguaw represented the BoHS at academic affairs meetings. These partnerships have provided opportunities for collaboration to achieve common goals and to address priorities for advancing the Human Sciences. Currently, Daryl Buchholz, ECOP chair, provided opportunities for BoHS and ECOP to collaborate in creating programs focused on health and the Affordable Care Act. Chris Ladisch and Carol Kellett participated in a Summit Meeting for the Family and Consumer Sciences Alliance. Several BoHS members participated in the annual conference of the American Association of Family and Consumer Sciences.
2. **USDA.** Representatives of the BoHS met periodically with Caroline Crocoll, Director of the Division of Family and Consumer Sciences within the National Institute of Food and Agriculture (NIFA), expressing our support for programs that emphasize the “human dimension.” Pam White was the official representative for the BoHS at the Galaxy Conference IV and meeting of the State Leaders for Family and Consumer Sciences in September 2013. BoHS members will participate in the 100th Centennial Anniversary Celebration of the Smith-Lever Act during the March BoHS conference.
3. **FCS Alliance (The Academy for Family and Consumer Sciences).** The Board has participated in the Family and Consumer Sciences Alliance led by AAFCS. The BoHS has provided support for the activities of the Quixote Group, a public relations and marketing firm that is providing leadership for branding and clear messaging focused on Family and Consumer Sciences that has resulted in new publicity. A number of representatives of the Board on Human Sciences, Inc. attended the Family and Consumer Sciences Alliance sessions during the AAFCS meeting in June 2013.
4. **BoHS Awards.** The annual Board on Human Sciences, Inc. Awards Breakfast honors outstanding leaders and scholars. The 2013 Awards will be presented at a breakfast celebration on November 11, 2012. The recipients include Billie Collier of Florida State University, Lifetime Achievement Award; USDA Secretary Tom Vilsack, Public Service Award; Kimberly Greder of Iowa State University, Outstanding Engagement Award; and, Paulette Hebert of Oklahoma State University, Undergraduate Research Mentor Award.

Other activities and important achievements during 2012 - 2013 include the following highlights:

5. **Incorporation and tax status.** The Board on Human Sciences, Inc. is now incorporated in the State of Kansas and non-profit status has been granted by the IRS. All filing documents and periodic reports have been submitted in a timely manner.
6. **BoHS Archives.** The BoHS Archives have been organized and are available in the Special Collections of Kansas State University Libraries. BoHS members will have access to the Archives and can request copies of documents. The Library will create an electronic, searchable index to the Archives. A Memorandum of Understanding guides future acquisitions and accessibility.

7. **BoHS Strategic Goals.** BoHS members reviewed the strategic plan and questioned the value of the priority initiatives in the context of the mission, vision and goals of the Board on Human Sciences, Inc. The discussion resulted in new BoHS Strategic Goals and an Action Plan (included in Board notebooks). The format encourages developing annual goals and taking actions to achieve those goals rather than having a focus on specific priorities and initiatives.
8. **BoHS Website.** Elizabeth Gaume, BoHS Director of Communications, manages the website and a contract with Charity Advantage. The www.thebohs.org site features current information and events as well as a BoHS membership directory and highlights of awards that recognize excellence. This resource is designed to benefit Board on Human Sciences, Inc. members. It is revised and enhanced on a regular basis. The registration for the March 2014 BoHS conference will be available on both the BoHS and the APLU websites.
9. **BoHS and CAFCS Joint Conference.** The 2013 BoHS Joint Conference, *Transformation: New Approaches and Partnerships* was convened from February 19 through 22, 2013 at the Crystal City Marriott Hotel in Arlington, Virginia. The conference focused on positioning Human Sciences units for innovation in higher education as programs address human dimensions of societal, environmental and economic change. Program sessions at the November 2013 APLU meeting emphasize excellence and visibility of our initiatives that address national priorities. The March 2014 meeting will focus on economic impact of Human Sciences units in higher education as well as positioning units for recognition of relevance and excellence.



CARET Liaison Report
Extension Committee on Organization and Policy (ECOP)
Submitted by Madeline Mellinger CARET Liaison to ECOP
October 25, 2013

While there has been no group meeting of CARET since our last report, the Executive Committee is continuing to do major work with its review of the CARET strategic plan implementation and outcomes. It has developed a "scorecard" which will be used to measure how well the plan has been managed. This will be discussed by the Executive Committee at the November meeting and presented to the Administrative Heads Section at their meeting held in conjunction with the APLU meeting.

Several outcomes have been exceptionally well received. The CARET mentoring program described in the strategic plan has been strong and is being strengthened further. The CARET orientation video is being updated for use with new delegates. Ideas about orientation of new AHS are being considered for the purpose of offering suggestions about how best to select CARET delegates and allow them to be of utmost value with their service.

The CARET Executive Committee has been asked to participate in the Nov. 21/22 discussion of the draft REE action plan. We are pleased to be part of that effort.

The Joint CARET/AHS Meeting Planning committee is including a session in its March 2014 meeting which will introduce the new CES excellence database. CARET is promoting its use by the entire system and hopes broad participation be in place by our meeting. We will be pleased to have the database as a resource for our support activities on behalf of the Land Grant System. We very much appreciate ECOP's efforts to develop this much needed tool.

CARET delegates' on-going advocacy efforts have included attention to System-wide concerns and opportunities. We provided Dr. Ramaswamy with specific ramifications of sequestration within our areas. Cornerstone has kept us apprised of progress or lack thereof with both Fann Bill and budget issues, and we have acted accordingly with our support. Delegates with members of key Congressional committees have been especially active during these unusual times.

We look forward to participation in the CES Centennial Celebration especially the reception being held after our CARET/AHS Meeting. We shall work to invite our Congressional representatives and their staffs to the event as we may be directed by ECOP. We shall continue to promote the celebration within our institutions.

CARET also is looking forward to participating in the 125th anniversary of the 1890 Act which will be in 2015. Executive Committee meeting will be Nov. 7/8 prior to the APLU meeting in Washington, DC.

A new CARET liaison to ECOP will begin on January 1, 2014 as term limits for this liaison position will have been reached. After a total of seven years of ECOP service, the enormous positive changes I have witnessed in CES as the transformational education leader in its core areas have been awesome. It will be my honor to share some reflections of that change and CES advocacy during the CES dinner meeting at APLU. I have thoroughly appreciated the opportunity to serve and give special thanks to Jane Schuchardt, Linda Kay Benning, Eddie Gouge, Chrystal Checketts, ECOP members, Regional Directors, and Chairs for their vision, support, inclusion, and encouragement. It has been a unique privilege, honor and pleasure to serve with you.

A VOLUNTARY ORGANIZATION OF CITIZENS COOPERATING WITH THE BOARD ON AGRICULTURE
ASSEMBLY OF THE ASSOCIATION OF PUBLIC AND LAND-GRANT UNIVERSITIES

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National 4-H Council

November 2013 Annual Report to ECOP

4-H is the youth development program of our nation's Cooperative Extension System

Council Continues to Deliver More Dollars and Resources to the 4-H System

Council continued its strong growth trajectory in fiscal year 2013, reporting **overall revenue of \$39.5 million**. This is a new record of investment in Cooperative Extension's high quality 4-H youth development programs. The Resource Development team exceeded its FY13 **fundraising goal**, with a total of **\$23.1 million**.

Key investors greatly contributed to the record-setting year. **Tractor Supply Company** renewed its national partnership and will provide \$2 million to 47 local and state 4-H programs over the next three years. **Monsanto** also strengthened its longstanding ties with 4-H with a \$500,000 pledge to start new programs at the intersection of health, science and food security.



Extension leaders celebrate with Youth in Action award winner Elizabeth Willis (OK).

The 2013 Legacy Awards, held earlier this spring, was also a resounding success, raising over \$684,000. Congratulations to the Extension Directors and Administrators who raised \$10,000 to sponsor a table for the *Youth in Action* award winner Elizabeth Willis and her guests.

Jennifer Sirangelo Named Next CEO of National 4-H Council

In July, National 4-H Council's Board of Trustees announced that Jennifer Sirangelo, executive vice president and chief operating officer, would be the next CEO of the organization. Jennifer has a tireless passion for youth development and believes deeply in the life changing impact of 4-H and Cooperative Extension. Jennifer grew up in Missouri and is aunt to two members of the KC Explorers 4-H Club in Kansas City. She will officially assume her new position on January 1, 2014 and will succeed Donald T. Floyd Jr., who is retiring after 22 years of service to the 4-H movement.

Growth on the Horizon for Fiscal Year 2014

Council anticipates double-digit revenue growth in fiscal year 2014; with the year already off to a strong start. The Department of Justice's Office of Juvenile Justice and Delinquency Prevention (OJJDP) awarded National 4-H Council **\$7,275,333** for the **4-H National Mentoring Program** (4-H NMP). This 45% increase in funding from the prior year is a direct result of the 4-H system's success in providing one-to-one and group mentoring services to youth.

Land grant institutions across the country will have the opportunity to continue, enhance and expand mentoring services to at-risk, high-risk, or underserved populations through replication of successful Cooperative Extension System youth mentoring programs from Utah State University, Oregon State University and the University of Missouri. LGU's in all 50 states had the opportunity to apply on a pre-award basis to adapt one or more of these three model programs to serve a total of 15,000 youth ages 5-17 on Native American reservations and tribal lands, on military institutions, and in communities across the country.



Dell's stores nationwide was another record smashing success, raising a total of \$627,200 - an all-time high. This brings the total raised in calendar year 2013 to over **\$1.1 million dollars** in support of 4-H programs across the country. Thank you to our partners at Tractor Supply Company and to the 4-H youth, professionals and volunteers who made it happen!

New Trustees Bring Leadership and Vision to Council's Board

Three new Trustees were inducted: Tim Amerson, Chief Operating Officer, AgFirst Farm Credit Bank; Tess Hammock, Student, University of Georgia and Andrea Vessel, Student, American University. Ms. Hammock and Ms. Vessel are both 4-H alumni.



4-H Leads the Way in Creating a STEM-Ready Workforce

The 4-H commitment to science has never been stronger. In 2013, 4-H surpassed its 5-year goal of engaging an additional one million young people in high quality 4-H science programs by engaging 1.3 million youth. This success demonstrates the power of 4-H, and is a major achievement made possible through the unique public-private partnership of the Cooperative Extension System, National 4-H Council, USDA/NIFA and corporate partners. New investors over the past year include AARP, AT&T, Samsung, and Phillips. Council has raised **\$33.7 million** to support 4-H STEM programs since 2007.

4-H National Youth Science Day All Mapped Out

The sixth annual 4-H National Youth Science Day (NYSD) was held on October 9. More than 478 events were reported in 47 states and territories as well as at military bases around the world. Targeted outreach through traditional channels and social media boosted the 4-H brand and raised the visibility of local 4-H STEM programs. Nearly 98 million media impressions have been generated to date. Council's social media channels including Facebook, Twitter and Instagram engaged over 430,000 fans and followers.



This year's experiment, *4-H Maps and Apps*, designed by Colorado State University Extension, turned young people into geospatial thinkers as they used geographic information systems (GIS) and geographic position systems (GPS) to solve community problems and contribute data to the U.S. Geological Survey.

4-H's Global Citizens Tackle Food Security

In August, 4-H Canada and Bayer CropScience partnered to hold the inaugural global 4-H Youth Ag-Summit in Calgary, Alberta. One hundred and eighteen youth from 24 countries worked together to develop a plan of action to feed a hungry planet. National 4-H Council supported the participation of Jeff Howard, Ph.D., Assistant Director and State 4-H Program Leader, University of Maryland Extension, Steve Sutton, Director, 4-H Youth Development, University of Tennessee and a delegation of US 4-H'ers in this meeting.

4-H Alumni Pilot Makes Strides

Representatives from ten states and National 4-H Council have collaborated to engage alumni audiences during the past year. The pilot partners met in September to assess their first year of work and plan for the year ahead. States have made progress in growing their alumni contacts and in connecting with alumni locally. New tactics planned for the year ahead include piloting crowd funding and peer-to-peer online fundraising.

ESCOP Liaison Report
Experiment Station Committee on Organization and Policy
Clarence Watson, University of Arkansas ESCOP Liaison

ESS Section meeting: The ESS/SAES/ARD Meeting took place September 24-26, 2013 in Columbus, OH. The new ESCOP officers are Chair, Steve Slack (Ohio State Univ.) and Chair-Elect, Bob Shulstad (Univ. of Georgia).

Multistate Research Award for Excellence: The following projects were nominated for the 2013 National Multistate Research

- ARD: SCC081 – Sustainable Small Ruminant Production in the Southeastern U.S.
- NCRA: NCCC042 – Committee on Swine Nutrition
- NERA: NE1048 – Mastitis Resistance to Enhance Dairy Food Safety
- SAAESD: SERA005 – Sweet Potato Collaborators Conference
- WAAESD: W2045 – Agrochemical Impacts on Human and Environmental Health: Mechanisms and Mitigation

The winner (SERA005) will be honored at the APLU meeting in Washington.

New Award: The ESS Excellence in Leadership Award will be initiated in 2014 to recognize ESS and LGU exemplary distinction in leadership. A nominee from each region will be honored at the APLU meeting.

Science Roadmap: The recently developed ESCOP Roadmap “A Science Roadmap for Food and Agriculture” (<http://escop.ncsu.edu/docs/scienceroadmap.pdf>) describes seven “grand challenges” including 35 focus areas involving scientist-years and physical resources well beyond current system capacity. The ESCOP Science and Technology Committee have developed a synthesis paper of the Roadmap, “Meeting 21st Century Challenges.” An initial printing of run of 1000 copies of the tri-fold are planned with distribution to ESS members’ institutions, federal agencies, key Congressional leaders, and NGO and private sectors partners as appropriate. In addition, it will be distributed electronically in both the tri-fold and a single-page PDF for easy printing on standard 8.5 x 11 paper.

The Budget & Legislative Committee conducted a survey of the Experiment Station directors to determine the priority level of each NIFA budget line under Research, Integrated, and Higher Education Activities. AFRI and the four research capacity lines received the highest priority ratings. Hatch funding was the top rated priority.

National Research Support Program: The National Research Support Program (NRSP) provides off the top funding in support of research. For FY 2013 there are seven NRSPs receiving a total of \$ 1.599 million, reduced from \$ 1.731 million in FY 2012 as result of sequestration.

Current approved NRSP projects (Termination date):

- NRSP-1 National Information Management and Support System (NIMSS) (2016)
- NRSP-3 The National Atmospheric Deposition Program (NADP) (2014)
- NRSP-4 Enabling Pesticide Registrations for Specialty Crops and Minor Uses (2015)
- NRSP-6 The US Potato Genebank: Acquisition, Classification, Preservation, Evaluation, and Distribution of Potato (*Solanum*) Germplasm (2015)
- NRSP-7 A National Agricultural Program for Minor Use Animal Drugs (2014)
- NRSP-8 National Animal Genome Research Program (2018)

- NRSP-9 National Animal Nutrition Program (2015)
- NRSP 4, 6, and 9 received favorable mid-term reviews this year.

As part of the NRSP-1 project, a professional writer is preparing impact statements for the multistate research activities when the five-year projects terminate. These statements are being sent to participating colleges, federal agencies, and appropriate industry groups. The impact statements are being developed by Sara Delheimer, Impact Communications Specialist for the National Research Support Project 001 (NRSP001), “National Information Management and Support System (NIMSS).” Ms. Delheimer, who is housed in the Western Directors Office, regularly publishes impact statements like this about Multistate Research Fund projects that have recently completed their 5-year funding cycle.

These impact statements (over 50 have been published to date) are shared with the participating scientists, USDA-NIFA leadership, and are posted on regional association web sites (West: www.waaesd.org, NC: http://ncra.info/Impstate_Home.php, NE: <http://www.nera.umd.edu/>, South: <http://saaesd.ncsu.edu/docholder.cfm?show=impactstatements.htm>).

They are also used as part of the ESCOP/ECOP Communications and Marketing strategy and as part of that effort are periodically featured on www.AgIsAmerica.org.

Communications and Marketing Committee: ESS voted to continue the communications and marketing assessment for three more years.

ESCOP leadership is discussing with the NAREEE Board the possibility of an Experiment Station director hosting their spring 2014 meeting to showcase research programs. A proposal to do this will be made to the Board Co-Chairs in the near future.



EDEN Report to Extension Committee on Organization and Policy October 2013

The Extension Disaster Education Network (EDEN) is a national network of Extension professionals whose mission is to reduce the impact of disasters through education. It reaches the public through its eXtension Community of Practice and it supports state and local Extension staff through a communication network and a national website (www.EDEN.lsu.edu). EDEN is sustained by delegates from land and sea grant institutions. Funding is provided by United States Department of Agriculture National Institute of Food and Agriculture (USDA-NIFA) Food and Ag Defense Initiative (FADI) funds, and USDA Smith Lever Special Needs grants. There is no assessment funding.

EDEN undertakes activities that support four highly interdependent strategic goals:

1. Enhance the abilities of individuals, families, organizations, agencies, and businesses to prepare for, prevent, mitigate, and recover from disasters
2. Serve as a national source for research-based disaster education
3. Strengthen Extension's capacity and commitment to address disaster issues
4. Strengthen EDEN's capacity to provide research-based disaster education

Major Activities and Accomplishments 2013

Assisting states with disaster response – The trend toward more frequent declared disasters with high dollar loss continued in the last twelve months. Extension organizations in the northeast stepped up to the plate in a major way in the response and recovery to the unprecedented impact of **Hurricane Sandy**. Several of the state EDEN organizations played significant roles in assisting local and state government with the response. Extension educators around the country, via the EDEN network, responded quickly to specific requests for information during this devastating time. **Wildfires** continued to be a major issue in western states as the **drought** continued. Extension contributed advice on early cutting of drought stricken crops, Aflatoxin, procurement of hay, financial impacts on families and communities, modifying or digging new wells and many other drought related topics. (See below for more on a national effort.) Record breaking **flooding** occurred in Illinois which, only months earlier, had been in a drought. Recovery advice was provided to Cook County (Chicago) and other suburban counties after significant urban flooding in April. Extreme flooding affected parts of the upper Midwest alleviating drought-caused river transport issues on the Missouri and Mississippi Rivers. While the **tornado** season was relatively mild nationwide, devastating tornadoes struck in Oklahoma.

When these disasters strike, the EDEN Points of Contact (POCs) in the affected states are engaged and reminded of the EDEN resources and queried about any special needs. In many cases, such as the drought and Hurricane Sandy, conference calls and webinars are convened to allow Extension educators in the affected states and those with specific knowledge to directly interact.

Strengthening and expanding Extension's capacity – Program Development and Networking

EDEN was a participant in numerous national webinars, meetings and workshops ranging from those with our formal partners at NIFA and the National Voluntary Organizations Active in Disasters.

- An EDEN panel was asked to participate in the 13th Annual National Conference on Science, Policy and the Environment which focused this year on Disasters and the Environment: Science, Preparedness, and Resilience. EDEN led a panel discussing the role of youth in preparing for and recovering from disasters. The breadth and capacity of the 4-H program was introduced to an audience which had only a vague notion of the program at best.
- In a major development, EDEN took a leadership role in the National Drought Recovery Framework which was centered in Dr. Vilsack's office. This was the first major application of the National Response Framework which brings together federal resources from multiple agencies under the leadership of the most appropriate agency. EDEN, via Steve Cain, was at the table from day one and assisted in the development of a resource guide and searchable matrix of federal resources. In addition, EDEN will be piloting on-site community resiliency workshops in five drought-stricken communities.
- EDEN and the Community Capacity Building Program within FEMA continue to meet to discuss ways to involve the Extension system in strengthening the ability of localities to be more self-sufficient in times of disaster.
- EDEN and the Department of the Interior are also meeting to examine ways that Extension and DOI can work together to identify, protect and recover important cultural and historic resources at the local level.
- EDEN's Strengthening Community Agrosecurity Preparedness (SCAP) program is moving toward being certified by the Department of Homeland Security which will allow the effort to become more self-sufficient via additional funding streams.

Strengthening EDEN's capacity – Organizational Development

- EDEN is continuing discussions with the National Plant Diagnostic Network and National Animal Health Laboratory Network to best leverage the Food and Defense Initiative funding received by the three bodies.
- The National EDEN Issue Leadership (NEIL) team to address the drought became fully operational during the past year. USDA-NIFA requested the drought team and EDEN redirected some Special Needs Grant funding from a broader catastrophic event preparedness effort to make that happen.
- EDEN continues to explore, with guidance from NIFA, the possibility of international programming in geographic areas where USDA already has a presence. To further that effort, a pilot program is now in its second year with Bicol University in the Philippines.
- The EDEN website is moving to an updated platform and will be redesigned to make it easier for Extension Educators to locate needed resources.
- EDEN will convene its Board of Visitors during the annual mid-winter board meeting to update that group, which was created with NIFA's assistance, and to seek advice on future efforts.
- EDEN is continuing to support a robust Community of Practice in eXtension.

2014 Priorities

- Document value of EDEN to Extension at the national and state level.
- Increase the number of delegates in each state to extend EDEN's reach at the county level
- Recruit delegates in technical and subject-matter areas, with a special emphasis on increasing the number of Youth Educators on board.
- Continue to explore, with NIFA's blessing, diversification of revenue sources.

BAA Policy Board of Directors
2013 Report to the Cooperative Extension Section
Scott Reed, Oregon State University, ECOP Representative
Tim Cross, University of Tennessee, Alternate

ECOP Representation

The Cooperative Extension Section has a member and alternate on the Board on Agriculture Assembly Policy Board of Directors (PBD) Rules of Operation. Scott Reed is serving the second of a two-year term, which will be completed in November 2013. Member service is limited to two terms. Tim Cross, University of Tennessee, is the alternate. Elections occurred in October with Tim Cross, University of Tennessee, and Bev Durgan, University of Minnesota, nominated by the Cooperative Extension Section. Tim Cross was named the representative and, according to the PBD Rules of Operation, Bev Durgan becomes the alternate. The term is for two years and can be renewed once.

Highlights 2013 Actions

- Directed Cornerstone Government Affairs to develop guide sheets outlining the advocacy process through the Board on Agriculture Assembly (BAA) and to provide specifics on effective strategies. These documents are available at www.land-grant.org and are different from documents created by Cornerstone to defend specific lines in the USDA-NIFA budget supporting the work of Cooperative Extension.
- Discussed the non-payments of assessments and determined that institutions must pay all of the BAA and CARET assessments in order to qualify for voting privileges in the Board on Agriculture Assembly and each section is responsible for the collection of its assessments; Ian Maw will inform each section of which institutions are current in their assessments and sections will take any follow-up actions.
- Initiated a leadership dinner meeting at the Joint CoPs meeting in July and again at the meeting prior to the APLU Annual Meeting in November. The purpose is to discuss issues of importance to all sections, such as marketing and communications, advocacy and impacts reporting. The invitation-only meetings include PBD members, chairs of the BAC and CLP, chair and chair-elect of AHS, APS, CES, ESS and IAS; and supporting executive directors and administrators.
- Advised APLU on invitations for membership to institutions in Canada and Mexico with agriculture courses of study.
- Monitored the transition of LEAD-21 to new management and provided financial assistance to sustain and grow the program until such time as the funding could be paid back to the BAA.
- Initiated the development of criteria and a system for considering outside funding requests as stimulated by a decision to provide limited support to the Riley Foundation.

2014 Updates

- Bruce McPherson, Ohio State University, will continue as chair, the 2nd year of a two-year term.
- Barbara Allen-Diaz, University of California, is chair-elect.
- The PBD will be hosted by Puerto Rico for its March 2014 meeting.

BAA Committee on Legislation and Policy (CLP)
Report to the Cooperative Extension Section
Tom Coon and Albert Essel, Representatives
November 2013

Purpose

The BAA Committee on Legislation and Policy (CLP) is designed to consider federal authorizations affecting the research, education and Extension functions of the Land-grant University System and non-land-grants. The primary responsibility is the farm bill, though other authorities can be addressed if it is in the best interest of all representative groups in the CLP.

Farm Bill Status

Conferees have been named and it is expected a farm bill will be completed shortly after a year-long delay. The process was essentially stopped because the House had not passed the nutrition title that would enable a conference committee to move forward. The most contentious issues revolve around commodity payments and nutrition programs. Title VII, proposed to be called “Research, Extension and Related Programs,” is considered to be in good shape and represents considerable preparation by the CLP.

The political mood is such that the committee proposed no new programs and sought to protect funding that the Land-grant system was already receiving. Despite some sensitive issues, such as one-line funding, a package of recommendations was developed with a majority support of the CLP. The one-line funding proposal was not supported by the Extension section and was not included in the farm bill recommendations from the CLP. One proposal, also not supported by Extension, that was included in the recommendations by majority vote of the CLP was to open eligibility of certain Smith-Lever (3)(d) programs (Children, Youth and Families at Risk and Federally Recognized Tribes Extension Program) to 1994 Land-grant institutions. Additionally, upon recommendation from Extension members of the CLP, the name of Title VII of the farm bill (Research Title) was recommended to be changed to include Extension. The CLP also supported an effort by Cooperative Extension to include in farm bill language a statement that would encourage USDA to involve Extension in educational programs throughout the department. Efforts to include Extension in a proposed Foundation to seek provide funding for agricultural research were not supported.

SNAP-ED Update

CLP also monitors SNAP-ED developments. Cornerstone has advised that the debate centers on SNAP, not SNAP-ED, and will be targeted for discussion in farm bill conference. If SNAP-Ed takes any hits over the baseline, it is expected to be relatively small.

Next Meeting

The next meeting of the CLP is scheduled during the APLU annual meeting in November.

**BAA Budget and Advocacy Committee (BAC)
2013 Report to the Cooperative Extension Section
Rick Klemme and Ray McKinnie, BAC Extension Representatives
November 2013**

FY 2015 Federal Budget Priorities

The ECOP Budget and Legislative Committee (BLC) developed and implemented a process designed to standardize reporting of regional priorities through a survey. These responses were aggregated and, taken together with comments from regional discussions, resulted in the following budget priorities for FY 2015 to be reported to the BAC at its November 2013 meeting in Washington, DC:

- Tier one – Smith-Lever and 1890 Institutions Extension
- Tier two – EFNEP, IPM, and 1890 Institutions Facilities Grants
- Tier three – SARE, Water Quality, eXtension, and Renewable Resources Extension Act

Crop Protection Working Group

BAC accepted a report from the Crop Protection Working Group, co-chaired by Daryl Buchholz, Kansas State University, Bill Hoffmann, Cornell University, ECOP and ESCOP chairs, respectively. Similar to the work reported in the *2011 ECOP/ESCOP Task Force Report on Section 406 Programs*, this group was charged with considering the House proposal in the 2012 reauthorization of the farm bill (law pending), which recommends all crop protection/integrated pest management programs be funded under one line in the NIFA budget.

Water Resources Working Group

Efforts are underway to name a Water Resources Working Group, which was approved by the BAA Policy Board of Directors in July 2013. The co-chairs will be the ECOP and ESCOP Chairs, Jimmy Henning and Steve Slack, respectively. Membership is in process with an expectation of delivering a preliminary report during meetings in November associated with the APLU Annual Meeting. The purpose of the group is to identify and prioritize issues related to water quality and quantity and to articulate how those issues can be addressed through appropriate federal funding. Work will be coordinated through ECOP and ESCOP Budget and Legislative Committees. As with other efforts, the following principles will guide the work:

FY 2014 Appropriations

Congress has implemented a continuing resolution for federal government to January 15, 2014, which means functions will operate at FY 2013 enacted funding levels. Efforts related to FY 2014 appropriations advocacy, which resulted in favorable budget recommendations for competitive and capacity funds distributed to universities through USDA-NIFA are expected to be considered in the second session of the current Congress

Best Practices Guides

The BAC charged Cornerstone Government Affairs to write a series of Best Practices Guides, which can be found at www.land-grant.org. The purpose of the guides is to identify the most effective means for engaging with Congressional representatives in the current fiscal environment.

Next Steps

BAC meets November 9, 2013 in Washington, DC. Sections will provide recommendations related to FY 2015 budget deliberations. ECOP BLC plans to include the March 5, 2014 Capitol Hill Reception, which has an advocacy focus, on the agenda. Talking points are in process.

Leadership for the 21st Century
Prepared October 2013 by Rochelle Strickland and Carolyn Brooks
Submitted by ECOP's LEAD21 board member Jon Boren

The 2013-14 LEAD21 program (Class IX) began in June, 2013 and have completed Session I and II.

- Class IX is comprised of 87 participants from across the United States.
- Class IX has the largest number of participants since the beginning of LEAD21.
- Institutions and agencies include:

Auburn University	Tennessee State University
Clemson University	Tuskegee University
Colorado State University	University of Arkansas
Cornell University	University of Arkansas at Pine Bluff
Fort Peck Community College	University of Delaware
Fort Valley State University	University of Florida
Louisiana State University	University of Georgia
Mississippi State University	University of Guam
Montana State University	University of Idaho
National Institute of Food and Agriculture	University of Illinois
North Carolina State University	University of Maryland Eastern Shore
North Dakota State University	University of Minnesota
Ohio State University	University of Nevada
Oklahoma State University	University of New Hampshire
Oregon State University	University of Tennessee
Pennsylvania State University	University of Vermont
Prairie View A&M University	University of Wyoming
Purdue University	Virginia Tech
South Dakota State University	Washington State University

- NIFA, Prairie View A&M University and the University of Tennessee have the most participants of five each!
- Class IX consists of 51 males and 36 females, 11 participants from the 1890s, 1 participant from the 1994s, 1 participant from the Territories, 5 from USDA/NIFA, and 69 from the 1862s.

The overall program:

- There were 646 participants in LEAD21 Classes I through VIII.
- Precursors to LEAD21 include ESCOP/ACOP (278 participants) and NELD (80 participants).
- The total number of alumni in leadership development programs in the Land-grant University System and with our strategic partners is 1,004.
- Across all institutions and agencies, these leadership development programs include 845 from 1862s, 50 from 1890s, 11 from 1994s, 13 from insular areas, 67 from USDA NIFA, 1 from APLU, and 18 represented strategic partners.

The LEAD21 Board of Directors include Carolyn Brooks (Chair, At-Large-Member), Laurie Kramer (Program Chair, ACOP), Craig Beyrouty (AHS), Jon Boren (ECOP), Michel Desbois (USDA/NIFA), Mary Duryea (ESCOP), Brian Kowalkowski (1994 Land-grant Institutions) Beth Olson (At-Large-Member), Paul

Patterson (ACOP), Nick Place (ECOP), and Dan Rossi (ESCOP). Board Members appointed from ICOP, HSI, and NARRU are pending.

The primary purpose of LEAD21 is to prepare participants to lead more effectively in an increasingly complex environment, either in their current positions or as they aspire to other positions. LEAD21 accomplishes this through the actions of the Board of Directors representing all sections (AHS, ACOP, ECOP, ESCOP, and ICOP), NIFA, related institutions and LGUs (1862, 1890, and 1994). The LEAD21 Program is delivered through the highly skilled group of facilitators who have 92 years of combined experience with LGU leadership development programs.

The self-directed learning and peer coaching provided through Sessions I, II, and III focus on a number of competencies that are distinctly identified, studied, reinforced, and actively applied throughout the 9 month LEAD21 Program. The core content areas include:

- **Communicating effectively**
- **Managing conflict**
- **Fostering collaboration**
- **Leading change**

Secondary competencies include: 1) leading with integrity and values, 2) developing self and others, 3) valuing diversity, 4) developing a deeper knowledge and 5) appreciation of higher education.

Applications for Class X are due November 15, 2013. Dates for Class X are tentatively scheduled as follows:

- Session I, Minneapolis, MN: June 22nd – 27th, 2014
- Session II, Kansas City, MO: October 6th – 9th 2014
- Session III, Washington, DC: February 23rd – 26th, 2015

Tuition for Class X is \$9,500 which includes all participant materials, lodging, and meals.

The current LEAD21 contract is with the University of Georgia College of Agricultural and Environmental Sciences (CAES) and Rochelle Strickland serves as Program Director. The Board is extremely pleased with the management of LEAD21 by the current staff and very appreciative of UGA's support in the administration of the program. It is extremely commendable that because of excellent program management and significantly increased enrollments, the APLU/BAA loan to erase the account deficit prior to CAES management will be paid off in 2014, which is two years ahead of the pay-off expectation.

Additionally, for the continued success of the program, the board decided, with the concurrence of the BAA PBD that the current contract with UGA/CAES is extended for an additional 2 years (until February, 2017). This extension would provide a greater sense of continuity and stability in program administration which will benefit both participants and program facilitators. This will also give other institutions a more appropriate amount of time to prepare to respond to the next RFP. The Board also recommends a thorough evaluation and an audit of the program in 2015 prior to the RFP announcement in June, 2016. The evaluation of the program and subsequent recommendations for changes could possibly alter the description of this leadership program for the next potential contractor.



Joint Council of
Extension Professionals



The Joint Council of Extension Professionals (JCEP) is a partnership of professional Extension organizations that focuses on strengthening the efforts of the member organizations and does what each cannot do individually. JCEP was organized in December 1989. Member organizations include: the Association of Natural Resource Extension Professionals (ANREP), Epsilon Sigma Phi (ESP), the National Association of County Agricultural Agents (NACAA), the National Association of Community Development Extension Professionals (NACDEP), the National Association of Extension 4-H Agents (NAE4HA) and the National Extension Association of Family and Consumer Science (NEAFCS).

The JCEP Board is composed of the president, past-president and president-elect of the member associations, a representative from the Association of Public and Land-grant Universities (APLU), a representative of the Extension Committee on Organization and Policy (ECOP), and a representative of the National Institute of Food and Agriculture (NIFA)-U.S. Department of Agriculture (USDA).

The JCEP Objectives

- Building leadership
- Encouraging collaboration throughout Extension System
- Providing professional development and scholarship opportunities
- Advocating for excellence in the Extension Profession

Our Signature Programs for 2013

JCEP Leadership Conference held February 12-14 in Memphis, Tennessee. Over 200 members attended the leadership training program. In 2014 the conference will again be held in Memphis on February 11-13. Presentations will include those submitted by members that are selected through a competitive review process.

The **Public Issues Leadership Development Conference (PILD)** was held April 21-24, 2013. The purpose of the conference is to educate Extension professionals and volunteers on the political system and how to tell the "Extension Story" on Capitol Hill. There were over 290 Extension professionals and volunteers from across the country that attended this conference. The conference for 2014 will be held April 6-9 and will feature speakers from across the country.

The **Galaxy IV Conference** was held September 16-20 in Pittsburgh, Pennsylvania. There were over 2,500 Extension professionals that attended the conference that provided professional development opportunities and served as the annual meetings for all six participating organizations of JCEP. Galaxy is a conference that has been held every five years to bring all of the organizations to a common location.

Accomplishments for 2013-14

- Established a national office to assist in enhancing professional development, consistency and communications.
- Enhanced the use of the JCEP website for communications and to serve members.
- Established the Extension Professional of the Year recognition to recognize excellence in Extension work
- Expanded the competitive presentation process to include opportunities for professionals to present at the JCEP Leadership Conference.
- JCEP Leadership continued to be involved in the National Extension Directors Association (NEDA) Conference working to build relationships with state Extension administration working together to strengthen the Extension organization.

**ECOP representative to the Journal of Extension
2013 Report to the Cooperative Extension Section
Michelle S. Rodgers, Liaison**

This year, the *Journal of Extension* marks its 50th anniversary. The Extension Journal, Inc. is a nonprofit corporation founded by the work of ECOP. The Journal had over 8,000 subscribers in the first year of publication. The Journal has been online since 1994.

The Journal remains a rigorous, referred journal for Extension professionals. It has over 2 million visitors a year, and a five-year article acceptance rate of 27%. Our editor annually processes over 300 manuscripts.

The board of the Journal of Extension, Inc. is doing a number of things to celebrate 50 years. There is a 50th anniversary logo within the Journal. There will be a historical commentary written by Dr. Joan Thomson, former editor, later this year. And we have also assembled a committee representing the Cooperative Extension system to evaluate all feature articles published in 2013 and recognize one as the Most Outstanding Feature Article. The feature section has been a mainstay of the Journal since its first issue.

The *Journal of Extension* continues to adapt to the changing needs of its readers. This past year, the board changed the Journal layout so that articles could be read easily from a smartphone or tablet. You can subscribe/follow the Journal via Facebook, twitter, and Google+, all with one click from the *Journal of Extension* home page.

**National Association of Counties (NACo)
2013 Report to the Cooperative Extension Section
Daryl Buchholz, ECOP Chair**

Background

Following NACo action to disband the Ralph Tabor Cooperative Extension Fellowship, NACo and Cooperative Extension engaged in a face-to-face dialogue in Kansas City in May of 2012 to determine next steps. Sweeping personnel changes at NACo headquarters in Washington, DC, delayed significant partnership building. A NACo-Cooperative Extension National Leadership Team was formed consisting of Cooperative Extension representatives Daryl Buchholz, Jane Schuchardt, Robin Shepard, and Lyla Houglum together with key leaders of program and legislative affairs at NACo.

2013 Accomplishments

- The NACo-Cooperative Extension National Leadership Team met quarterly to discuss programming and legislative priorities of mutual interest.
- Wisconsin's Association of Counties and Extension colleagues spoke at NEDA about the *Counties Count* partnership and provided a webinar hosted by NACo focusing on the value of collaboration to both organizations.
- The NACo president delivered a luncheon address at the National Urban Extension Conference in Kansas City which opened the door for further collaboration with NACo on urban programming.
- The new NACo executive director has been invited to speak at NEDA 2014.
- Regions have been encouraged to outline how state and local connections between Cooperative Extension and NACo affiliates benefit both organizations. The North Central Region has completed this task.

Next Steps

- As ECOP's immediate past chair, Daryl Buchholz will continue on the NACo-Cooperative Extension National Leadership Team representing ECOP membership.
- Program focus areas of interest to NACo, in addition to urban programming, include:
 - Disaster preparedness and intervention;
 - Civility in public discourse;
 - Civic engagement of youth;
 - Nutrition and health; and
 - Advocacy for federal budget lines.
- Efforts are underway for Cooperative Extension to participate in various meetings of NACo in 2014, including the annual conference, the legislative conference, and the conference of state associations.

**National Coalition for Food and Agriculture Research (NC-FAR)
2013 Report to the Cooperative Extension Section
Chuck Hibberd, ECOP Representative to the Board of Directors
Tim Cross, ECOP Representative to the Research Outreach Committee
November 2013**

Background

ECOP authorized Cooperative Extension to be a member of NC-FAR beginning in 2012 and continuing into 2013. The annual membership fee is \$1,000. Chuck Hibberd serves on the NC-FAR Board of Directors, which meets annually in person and at other times as needed. Tim Cross serves on the NC-FAR Research Outreach Committee, which along with other responsibilities, makes selections for the NC-FAR Lunch/Learn Capitol Hill lectures. National C-FAR serves as a forum and a unified voice in support of sustaining and increasing public investment at the national level in food and agricultural research, extension and education. National C-FAR is a nonprofit, nonpartisan, consensus-based and *customer-led* coalition established in 2001 that brings food, agriculture, nutrition, conservation and natural resource organizations together with the food and agriculture research and extension community.

Accomplishments

- Conducted a Capitol Hill Lunch/Learn session at both Senate and House venues on *Safe Food: Research to Practice* featuring Elizabeth Andress, 2012 Excellence in Extension national award winner.
- Scheduled an opportunity for ECOP and ESCOP chairs to meet with the NC-FAR Executive Director.
- Represented board and committee meetings.
- Engaged selected NC-FAR members in fundraising in support of the 2014 Extension Centennial Celebration.
- Submitted a proposal for a 2014 Lunch/Learn session on *Cooperative Extension: Innovation for the Next 100 Years* with Jimmy Henning, ECOP chair, as speaker.
- Working through the ECOP sign-on process which gains approval from Cornerstone, ECOP Executive Subcommittee, and ECOP Budget and Legislative Committee, signed on to a letter promoted through NC-FAR in support of the World Food Prize.

Next Steps

- Continue to provide visibility for Cooperative Extension with NC-FAR membership, especially to increase understanding about the need for educational processes to encourage adoption of research findings.
- Continue membership in 2014 as approved by ECOP at its September 2013 meeting.