

—COOPERATIVE— EXTENSION

Emphasis Areas and Ongoing Priorities for the Cooperative Extension Section Chuck Hibberd, 2018 Chair

Overall Theme: Science-informed decisions and policy

The Cooperative Extension Section (CES) is led by Extension Committee on Organization and Policy (ECOP), a 15-member board representing the five Cooperative Extension regions. ECOP's role is to identify and implement member-driven opportunities designed to enhance resources, relationships and recognition for Cooperative Extension nationally. ECOP's work addresses four core themes:

- 1) building partnerships and acquiring resources,
- 2) increasing strategic marketing and communications,
- 3) enhancing leadership and professional development,
- 4) strengthening organizational functioning.

EMPHASIS AREAS

Capacity Funding (BLC Chair/Hibberd) – Build on advocacy strategies to increase federal capacity funding (Smith-Lever and 1890s Extension) initiated by Fred Schlutt and Bret Hess (2016-17 ECOP and ESCOP Chairs, respectively). Promote and expand participation in the Public Issues Leadership Development (PILD) program as a major Extension advocacy tool. Advocacy messaging will be focused on Cooperative Extension's value relative to:

- Science in action – continue to leverage the research and engagement initiatives of Land-grant universities.
- Proactive, flexible and collaborative action on disasters, threats, emerging opportunities, etc.
- Extension provides a national reach with the opportunity for meaningful local impact.
- Opportunities to expand high impact programs such as 4-H youth development or water or health.
- Provide value for federal partners (as the outreach/engagement arm of the federal government).

Note: This messaging could be strengthened with a mission statement and core values reflecting the intent of the Cooperative Extension Section.

Private Resource Mobilization (Dobbins) – Establish and implement a model for private funding of national initiatives as a complement to public funding for Extension.

Collaboration with Federal Entities (Hibberd/Jones/Latimore) – Focus on clarifying roles for Cooperative Extension with federal agencies. Specific examples include NRCS, NSF – Broader Impacts, the Departments of Health & Human Services (CDC, FDA/FSMA) and Housing and Urban Development as well as the Foundation for Food and Agriculture Research. Frame these conversations around emerging opportunities in the following areas:

- Nutrition, health and wellness
- Positive youth development
- Water
- Food production and food security
- Community development

Priority outcomes for these conversations include collaboration opportunities as well as programmatic and/or capacity funding.

Farm Bill Initiatives (Schlutt/BLC Cair/Hibberd/Essel) – Engage appropriate parties to address:

- SNAP-Ed/EFNEP:
 - Present a coherent argument to grow funding for SNAP-Ed and EFNEP.
 - Funding directed to LGU-based Cooperative Extension.
 - Seek increases to support 1890's and 1994's, as well as 1862s.
- 1890s - change carryover provision language of 1444 to be consistent with the Smith-Lever carryover provision.
- Clarify role of NRCS and Cooperative Extension relative to conservation education.
- Extension Farm Bill training through Farm Service Agency

Strengthen our Working Relationship with NIFA (Hibberd/Jones/Latimore)

- Seek a streamlined, impactful reporting framework that aligns state and NIFA needs.
- Strengthen collaborative relationships with NIFA leadership and NPLs with monthly on-site conversations and seminars (Extension Directors/Administrators invited).
- Explore and provide input on NPL priorities for AFRI-funded Extension projects as well as Extension Director/Administrator participation on these review panels.
- Work with NIFA leadership to strengthen state liaison roles.

Integration With Key Partners

- Consider a reciprocal liaison relationship with the National Urban Extension Leaders (NUEL) to strengthen our engagement with urban Extension.
- Invite our 1994 Tribal College Cooperative Extension Service partners to identify a liaison to ECOP.

ONGOING PRIORITIES

- In collaboration with ESCOP, review the value of the ESS-CES-AHS Communications and Marketing (CMC) Project to Cooperative Extension and identify the most appropriate path forward (Ed Jones).
- Collaborate with ESCOP to strengthen the Land-grant message of accomplishment and impact. Enhance our visibility by strengthening participation in www.landgrantimpacts.org. And, work with NIFA to make the database more useful to our federal partner.
- Continue our commitment to collaboration with ESCOP and the ESCOP Science and Technical Committee by establishing a strong working relationship with new ESCOP Chair Gary Thompson.
- Expand strategic alliances that benefit Cooperative Extension with national partners (e.g. NASDA, NC-FAR, NACo, SoAR, CFARE, ESCOP, APLU BAA, National Academy of Science-Breakthrough 2030 project and others).
- Identify ways to support the Innovation Initiative led by eXtension.
- Through the eXtension Foundation Board of Directors, assure that eXtension is an active contributor to the advancement of Extension education across the nation.
- Enhance leadership for and increase participation in 4-H positive youth development through collaboration among Extension Directors/Administrators, NIFA 4-H Headquarters and National 4-H Council through the work of the ECOP 4-H Leadership Committee.

Specific initiatives or efforts designed to strengthen Cooperative Extension and ECOP's operations and value:

- Demonstrate ECOP's value to the members of the Cooperative Extension Section.
- Strengthen ECOP functions by moving from a reporting model to a deliberative, forward-looking, action-oriented framework. Similarly, review the effectiveness of ECOP's committee structure and consider alternatives.
- Provide opportunities for directors/administrators to improve personal, organizational and system leadership skills, including an annual conference and a monthly Next Generation Extension – Learning for Leaders webinar series.
- Implement national Excellence in Extension as well as Diversity Awards.
- Partner with JCEP to strengthen national leadership of Extension's professional associations.
- On-board a new Executive Director for the Cooperative Extension System.