



## **Extension Committee on Organization and Policy (ECOP) 2017 Emphasis Areas and Ongoing Priorities Fred Schlutt, Chair**

**HOW WE ARE ORGANIZED** – At the national level, Cooperative Extension is coordinated by the Extension Committee on Organization and Policy (ECOP), the representative leadership and governing body. ECOP is part of the Association of Public and Land-grant Universities (APLU) Board on Agriculture Assembly (BAA). Designed to benefit state and local Extension education, ECOP’s strategic national leadership 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

### **2017 EMPHASIS AREAS**

**Capacity Funding** – Investigate and apply new approaches for advocacy related to federal capacity funding.

**National System** – Finalize Extension’s core values, describe learner engagement (e.g. Extension’s value proposition) and develop a national logo and/or tagline for optional use by Extension Services.

**Private Resource Mobilization** – Implement strategies for private funding as a complement to public funding for Extension as a national system and not in competition with state, university and local efforts.

**Urban Programming** – Continue alliance with the National Urban Extension Leaders (NUEL) while maintaining Extension educational strength in rural America.

**Innovation** – Launch system-wide innovation strategies on learner engagement, environmental factors that support innovation and employment.

**Internal Communications** – Strengthen communications and engagement in decision-making with Extension directors and administrators.

### **ONGOING PRIORITIES**

- Advance efforts with health and water security education.
- Continue strong advocacy for federal capacity funding, together with competitive funding, and programmatic and funding authorization in the next farm bill.
- Engage with USDA-NIFA and other agencies to increase Extension’s value in the federal landscape.
- Expand strategic alliances with national partners (e.g. NC-FAR, NACo, ESCOP, APLU BAA).
- Engage fully in the ESS-CES-AHS Communications and Marketing Project.
- Enhance visibility of Cooperative Extension by communicating impacts through [www.landgrantimpacts.org](http://www.landgrantimpacts.org).
- Provide opportunities for directors/administrators to improve personal, organizational and system leadership skills, including an annual conference and webinars to enhance peer-to-peer learning.
- Encourage continued excellence of all ECOP committees, task forces, and work groups.
- Through the eXtension Foundation Board of Directors, assure eXtension is viewed as a function of Extension.
- Assure staffing of the ECOP National Office provides strategic support of ECOP functions.

# COOPERATIVE EXTENSION

## Extension Committee on Organization & Policy (ECOP) 2017 Organizational Structure As of 9.22.16



### Liaisons to ECOP

Board on Human Sciences ▪ Council for Agricultural Research, Extension and Teaching ▪ Experiment Station Committee on Organization and Policy ▪ National 4-H Council ▪ USDA National Institute of Food and Agriculture

### ECOP Representation in and Appointments Made to Other Organizations

Experiment Station Committee on Organization and Policy ▪ Extension Disaster Education Network ▪ Joint Council of Extension Professionals ▪ Board on Agriculture Assembly Policy Board of Directors, Committee on Legislation and Policy and the Budget and Advocacy Committee ▪ *Journal of Extension* ▪ LEAD 21 (Leadership for the 21<sup>st</sup> Century) ▪ NC-FAR (National Coalition for Food and Agriculture Research) ▪ National Extension and Research Administrative Officers Conference (NERAOC) Planning Committee