We change lives.
It isn’t enough to just become aware or to learn something. What really matters is that people apply the knowledge gained from Cooperative Extension in ways that provide benefit to them, their families and their communities. 4-H engages youth to develop and strengthen civic engagement, healthy living, science education, and leadership skills.

We respond to people’s needs.
We listen and are committed to addressing issues that our stakeholders say are important. Focusing on demand-driven Extension work keeps us relevant.

We partner.
We work with a variety of public and private groups and organizations to bring resources to the people who need them most.

We innovate.
Cooperative Extension has a tradition of delivering the latest innovations to those eager to learn. And, Extension professionals employ innovative approaches to engage learners.

We attract talent.
Talented people bring expertise and credibility to a career focused on helping people, businesses, and communities succeed.

We meet learners where they are.
Learners want science-based information when they need it and in a learning method they prefer. Many clients still want face-to-face contact, others prefer 24-7 access. To meet this need, we offer on-line courses, mobile apps and solution-oriented websites.

We believe in local.
Trust is one of the most important factors that people consider when making a change that we recommend. We build trust-based local relationships and, when they are struggling with applying knowledge, we are there to help them solve problems.

We have diversified our funding model.
The ‘cooperative’ in Cooperative Extension is the joint funding provided by federal, state and county partners. A representative Cooperative Extension budget:

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal</td>
<td>10-50%</td>
</tr>
<tr>
<td>(Smith-Lever/1890s Extension)</td>
<td></td>
</tr>
<tr>
<td>State funding</td>
<td>20-50%</td>
</tr>
<tr>
<td>County funding</td>
<td>0-20%</td>
</tr>
<tr>
<td>Grants</td>
<td>5-30%</td>
</tr>
<tr>
<td>Fee revenue, contracts and gift</td>
<td>5-20%</td>
</tr>
</tbody>
</table>

Cooperative Extension: Extending Knowledge, Changing Lives
Cooperative Extension is coordinated nationally by the Extension Committee on Organization and Policy, also known as ECOP, the representative leadership and governing body of Cooperative Extension nationwide.

ECOP is part of the Association of Public and Land-grant Universities (APLU) Board on Agriculture Assembly. Ongoing priorities focus on building partnerships and acquiring resources, increasing strategic marketing and communications, enhancing leadership and professional development, and strengthening organizational functioning.

ECOP 2019 EMPHASIS AREAS

**Capacity Funding** – Build on advocacy strategies to increase federal capacity funding (Smith-Lever and 1890s Extension).

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

**Collaboration with Federal Entities** – Focus on clarifying roles for Cooperative Extension with federal agencies.

**Farm Bill Initiatives** – Engage appropriate parties to implement provisions of the Agricultural Improvement Act of 2018.

**Strengthen the Working Relationship with NIFA** – Reporting framework, collaboration, National Program Leaders priorities for Extension, strengthen State liaison roles.

**Integration With Key Partners** – Increase Cooperative Extension System collaboration. Strengthen communications and engagement in decision-making with Extension directors and administrators.

**Extension Futuring** – Preparing Extension to adapt and thrive in the changing world.

Explore more at [www.aplu.org/CESgoals](http://www.aplu.org/CESgoals)

Cooperative Extension has the infrastructure, capability and institutional history to partner with your organization to achieve educational goals. For federal agencies authorized to extend knowledge to people, communities, and agricultural businesses, it will often be beneficial to widely engage Cooperative Extension. During a recent period of unprecedented economic strain, federal agencies are called upon to leverage assets, complement competencies, and invest in quantifiable efficiencies for program delivery. For non-profit and private entities, integration with Extension’s educational delivery capacity and access to relevant science can result in measurable impacts. To ensure the future strength of our Nation, an educated public is essential.

**Education you can trust to help people, businesses and communities solve problems, develop skills and build a better future**

TO FIND OUT MORE

**News Updates:**
[www.ecopmondayminute.blogspot.com](http://www.ecopmondayminute.blogspot.com)

**Program Impacts:**
[landgrantimpacts.org/extension](http://landgrantimpacts.org/extension)

**ECOP Directory, Calendar, Goals, and more:**
[www.extension.org/ecop](http://www.extension.org/ecop)

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Explore more at [www.aplu.org/CESgoals](http://www.aplu.org/CESgoals)