We transform science into helpful, easy-to-use information that people can use.

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.

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

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 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, helpful apps and solution-oriented websites.

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

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

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

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.

Cooperative Extension: Extending Knowledge, Changing Lives
For more information, please contact Chuck Hibberd, hibberd@unl.edu or 402-472-2966.
**HOW WE ARE ORGANIZED**

**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.

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**ECOP 2018 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 address SNAP-Ed/EFNEP and change 1890s carryover provision language of 1444 to be consistent with Smith-Lever provision.

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

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

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**WHY PARTNER WITH US**

**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 is prudent 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.

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**TO FIND OUT MORE**

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