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. 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 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 (Smith-Lever/1890s Extension)</td>
<td>10-50%</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.

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

Program Impacts:
landgrantimpacts.org/extension

ECOP Directory, Calendar, Goals, and more:
www.extension.org/ecop

Contact:
ECOP National Office

Rick Klemme, Executive Director
rickklemme@extension.org, 202-478-6029

Sandy Ruble, Assistant Director
sandyruble@extension.org, 202-478-6088

Marianne Klein, Program Assistant
marianneklein@extension.org, 202-478-6093

Edwin J. Jones, ECOP Chair
ejones1@vt.edu, 540-231-5299

Explore more at www.aplu.org/CESgoals