

—COOPERATIVE— EXTENSION

Emphasis Areas and Ongoing Priorities for the Cooperative Extension Section Mid-year Report - 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 now ERPD - Extension Resource and Partnership Development (Dobbins) – Establish and implement a model for private funding of national initiatives as a complement to public funding for Extension.

- **Well-Connected Communities** (Project Director, Michelle Rodgers) with Robert Wood Johnson Foundation and National 4-H Council - America's Cooperative Extension System, is helping to drive transformational change to create a Culture of Health across 1,000 communities in America over the next 10 years. The overarching strategy of the Well-Connected Communities initiative is governed by a combination of sustainable structure, leadership tools and training intended to emphasize the power of communities organizing to lead change. Opportunities to learn more about this work and/or to get involved in the future continue to expand.
- **ERPD Committee met March 7-8 in collaboration with National 4-H Council, eXtension Foundation, and on June 1 with EDA Team toward progress**

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.

- Rick Klemme and/or Chuck Hibberd have engaged NRCS, NASS, NSF, Department of Energy and FFAR

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 Chair/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.
 - Fred Schlutt (ECOP CLP rep) and Vernie Hubert, Cornerstone Government Affairs, have been very active (and successful) in advocating for a new approach to SNAP-Ed in the House Farm Bill.
- 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.
 - An NRCS/Cooperative Extension/Experiment Station Summit on August 14-15 will explore this and other issues relative to our collaboration with NRCS.
- 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.
 - ECOP Big Idea: Plan of Work Reporting will be discussed at the NEDA Business Meeting on October 2
 - In addition, Rick Klemme has engaged NIFA leadership at NERAOC and other opportunities
- Strengthen collaborative relationships with NIFA leadership and NPLs with monthly on-site conversations and seminars (Extension Directors/Administrators invited).
 - Chuck engaged NIFA leadership and NPLs with eight on-site visits in 2017-18 as well as monthly videoconferences with Sonny Ramaswamy
 - Chuck was able to connect with new interim NIFA Director Dr. Tom Shanower on May 17
- Explore and provide input on NPL priorities for AFRI-funded Extension projects as well as Extension Director/Administrator participation on these review panels.
 - Mike Fitzner (NIFA) provided insight on ways that Extension leaders could strengthen AFRI grant opportunities at the March ECOP meeting in Nebraska.
- Work with NIFA leadership to strengthen state liaison roles.
 - ECOP had the opportunity to contribute to and review the NIFA Liaison document

Integration With Key Partners

- Consider a reciprocal liaison relationship with the National Urban Extension Leaders (NUEL) to strengthen our engagement with urban Extension.
 - Program Committee is connected with NUEL – Plans are underway for more at NEDA
 - The Program Committee is selecting a new ECOP Liaison to NUEL with the retirement of Chris Boerboom
- Invite our 1994 Tribal College Cooperative Extension Service partners to identify a liaison to ECOP.
 - Successfully negotiated with NIFA Director Sonny Ramaswamy for NIFA funding so one 1994 Extension representative could attend two ECOP face-to-face meetings per year.
 - Brian Kowalkowski, College of Menominee Nation, represents the 1994 Cooperative Extension Service and is helping with one of the 2018 Big idea conversations on Plan of Work Opportunities.

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).
 - Ed Jones is leading a conversation with the Experiment Station Section leadership on the value of kglobal's marketing efforts. Chuck Hibberd's representation on the Communications and Marketing Committee has furthered this conversation.
 - Renewal of this investment is under review for decision by the end of the calendar year.
- 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.
 - The CES and ESS investments in the National Impacts Database supported the work of a writing team to develop 28 stories and 15 fact sheets for each topic area that showcase the success of land-grant universities across the country. The stories are available for Extension leaders to use in your communications efforts.
- 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.
 - Joint ECOP/ESCOP engagements (Hibberd/Thompson/Klemme/Rhodes) on April 11-12 with AgREE, NC-FAR, NACo, SNAP-Ed Development Team, NIFA (Otto Gonzalez, Cynthia Montgomery, Merle Broussard), NAS, NASDA and SOAR.
- 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).
 - Rick Klemme has been very effective in establishing robust relationships and conversations with all of these national partners.
- Identify ways to support the Innovation Initiative led by eXtension.
 - Approved publishing of [a book](#) based on the 2016 Innovation Study by Extension Educators Paul Hill and Jamie Seger.
- Through the eXtension Foundation Board of Directors, assure that eXtension is an active contributor to the advancement of Extension education across the nation.
 - Active engagement of the eXtension Board led by Jason Henderson (Purdue) has strengthened the use of Impact Collaboratives and other methods to engage Cooperative Extension professionals.
- 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.
 - Very active engagement by the ECOP 4-H Leadership Committee has resulted in:

- Establishment of the 4-H Grows campaign
 - Addressing issues with 4-H Name and Emblem usage with NIFA and USDA leadership
 - Increased connection between the ECOP 4-H Leadership Committee and the National 4-H Council Board of Directors
 - Expanded engagement with 4-H alums in key business ventures (Google, Facebook, VEVO and others)
- Demonstrate ECOP's value to the members of the Cooperative Extension Section.
 - Excellence in Extension and Diversity Awards in partnership with NIFA
 - *ECOP Monday Minute*
 - NEDA – planning committee led by Fred Schlutt
 - After careful consideration of resources and needs, ECOP Executive Committee decided to revise our staffing model for our National Office through April 2020 to augment our ability to address strategic priorities. New staffing model:
 - Rick Klemme, 0.6 FTE Executive Director
 - Sandy Ruble, 1.0 FTE Assistant Director with a focus on strategic communications
 - Marianne Klein, 0.20 FTE Program Assistant to support ECOP/CES operations
- 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.
 - ECOP meeting agendas are focused on Big Ideas that could help move Cooperative Extension forward. Several of these will be discussed at the NEDA Business Meeting on October 2
 - Cooperative Extension's alignment with the LGU-level mission
 - kglobal return on investment
 - Theme-based Plan of Work reporting
 - Extension Resource and Partnership Development (ERPD)
 - International Extension
 - In cooperation with BAA and ESCOP, ECOP is participating in a conversation about strategic realignment of NIFA budget lines in an effort to strengthen our advocacy efforts.
- 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.
 - CES Capital Quest – May 29-30 – 18 recently appointed Extension leaders engaged NIFA as well as APLU, USDA-RD and NASDA in Washington, DC
<http://bit.ly/2018CESQuest>
 - Next Generation Extension – Learning for Leaders Series
<http://ecopmondayminute.blogspot.com/p/blog-page.html>
 - December 1, 2017 – Opioids and Extension
 - January 5, 2018 – Ten Big Ideas to Think Differently About the Future of Extension
 - February 2, 2018 – How can Cooperative Extension Contribute to the university-level mission of our LGU
 - March 2, 2018 – Key insights to leading an urban Extension program
 - April 6, 2018 – What the Cooperative Extension Section wants to know about Well-Connected Communities
 - April 20, 2018 - Framing Cooperative Extension's Response to the Report to the President of the United States from the Task Force on Agriculture and Rural Prosperity
 - May 18, 2018 - A Conversation for Extension Directors and Administrators About Inclusivity in 4-H Programming
 - August 3, 2018 - Unraveling the Mysteries of ECOP and CES