



Memorandum of Understanding

Between:
Extension Committee on Organization and Policy,
Extension Foundation, and National 4-H Council
in Support of the Cooperative Extension System

PURPOSE

The purpose of this Memorandum of Understanding is to clarify the relationship, responsibilities, and opportunities for collaboration between the Extension Committee on Organization and Policy, the Extension Foundation, and National 4-H Council in support of the Cooperative Extension System.

PARTIES

Extension Committee on Organization and Policy (ECOP):

ECOP gives guidance to issues of importance to the Cooperative Extension Section (CES) of the APLU Board on Agriculture Assembly. ECOP is the representative leadership and governing body of the Cooperative Extension System, the nationwide transformational education system operating through land-grant universities in partnership with federal, state, and local governments. ECOP focuses on four core themes: 1) Build partnerships and acquire resources; 2) Increase strategic marketing and communications; 3) Enhance leadership and professional development, and 4) Strengthen organizational functioning.

- **Mission.** The mission of ECOP is to strengthen Cooperative Extension at national, state, and local levels. To accomplish this mission, ECOP:
 - Develops policies and administrative guidance that facilitates the advancement of CES.
 - Engages CES and the public as partners to reflect the identified priorities of the people we serve.
 - Actively communicates policy, functions, and actions of CES.
 - Collaborates and communicates with external groups important to the CES mission.
 - Implements efficient and effective mechanisms to address CES needs.
 - Initiates strategic planning, scenario building, and future-centered activities to anticipate needs, opportunities, and options for the CES.
 - Supports a mechanism by which members collaborate in program identification, development, and delivery for access to audiences anytime and anywhere.
 - Identifies opportunities and coordinates efforts to expand resources available to CES.



Extension Foundation:

Extension Foundation, which is a member-based organization that is tax-exempt as a 501(c)(3) public charity, is part of the Cooperative Extension System. The Extension Foundation was formed in 2006 by Extension Directors and Administrators. Today, the Foundation partners with Cooperative Extension to increase System capacity while providing programmatic services and helping Extension programs scale and investigate new methods and models for implementing programs. In addition to fundraising with and for System, the Foundation provides professional development and offers exclusive services to its members.

- **Mission.** The purpose of Extension Foundation is to promote the Cooperative Extension System's advancement in making a more visible and measurable impact in support of the Land-Grant University mission. The mission of Extension Foundation is to help Cooperative Extension professionals find innovative ways to generate greater local impact, through Extension Foundation's state, regional, and national programs, and fundraising initiatives.
- **Organizational Framework.** The members of Extension Foundation are Land-Grant Universities in each of the Cooperative Extension Regions. Its Board of Directors consists of directors elected by the regions and voting, and non-voting directors appointed by the Board.
- **Governance.** Extension Foundation is an independent, not-for-profit 501(c)(3) charitable organization incorporated in the state of Missouri and governed by an elected, volunteer Board of Directors. The Extension Foundation Board of Directors includes a Director or Administrator from all regions of Cooperative Extension, and non-voting representation from ECOP and USDA-NIFA.
- **Fundraising.** Extension Foundation collaborates and supports ECOP, ECOP Committees, and the ECOP Program Action Teams, guided by the Mutual Plan of Work. The Foundation collaborates with Directors and Administrators to raise funds from the federal government, corporations, foundations, individuals, and other private or public sector entities in partnership with ECOP, and in support of the collective goals of Cooperative Extension adult and community programs at Land-Grant institutions. The Extension System and ECOP work with the Extension Foundation as a solutions team to leverage national funding and capacities.

National 4-H Council:

- **Mission.** The mission of the National 4-H Council is to expand opportunities for all of America's youth through increased investment and participation in 4-H positive youth development.
- **Role.** National 4-H Council (Council) is the private sector, non-profit partner of Cooperative Extension (Extension) and the United States Department of Agriculture (USDA). Council was created by Cooperative Extension and works in collaboration with the Extension Committee on Organization and Policy (ECOP) and the ECOP 4-H Leadership Committee to support national initiatives of the 4-H program that are not led by USDA nor by Cooperative Extension and the individual land-grant institutions. Council supports Extension's goal to reach millions more young people in three unique ways:



- ✓ Convene the 4-H movement: Stimulate collective action on the most pressing issues affecting youth and their communities and build the capacity of professionals and educators in 4-H positive youth development.
 - ✓ Tell the 4-H Story: Leverage the power of trusted brand partners and 4-H alumni to elevate the relevance and visibility of 4-H.
 - ✓ Create Public-Private Partnerships: Generate financial resources for Extension to create opportunities for all youth.
- **Governance.** National 4-H Council (Council) is an independent, not-for-profit 501(c)(3) charitable organization incorporated in the state of Ohio and governed by an elected, volunteer Board of Trustees, which is comprised of corporate leaders, philanthropists, at least one land-grant university president, youth, one USDA NIFA liaison, and other Fed Liaisons. Council's Board includes one representative Director or Administrator from the ECOP 4-H Leadership Committee. This representative sits on the Executive Committee and leads the Council CEO performance review, with input from the Cooperative Extension section. Council governance includes multiple elements designed to ensure alignment with ECOP 4-H, including input on Council's Strategic Plan, and annual fundraising plan, as well as one annual in person meeting between the Board and the ECOP 4-H Committee.
 - **Fundraising.** Per the 2019 MOU between ECOP, NIFA and Council, Council is the exclusive organization tasked with generating and distributing multi-state and/or national financial support from the federal government, corporations, foundations, individuals, and other private or public sector entities on behalf of 4-H, and in support of the collective goals of Cooperative Extension 4-H programs at land-grant institutions.
 - ✓ Council maintains ownership and operating accountability for the National 4-H Supply Service; marketing and selling 4-H learning materials in collaboration and consultation with USDA-NIFA and ECOP.
 - ✓ Council acts as fiduciary for national Extension and 4-H programs and priorities, including, but not limited to: National 4-H Congress and the National 4-H Shooting Sports Committee.
 - ✓ Council engages Federal lawmakers on behalf of 4-H and Cooperative Extension, working in collaboration with ECOP and APLU, and including communications and engagement with the 4-H Congressional Caucus.

COLLABORATION

ECOP, Extension Foundation, and National 4-H Council mutually agree that:

- **Communication.** ECOP, Extension Foundation and National 4-H Council meet regularly to develop clarity around relevant resource development plans, strategies, and prospects to ensure effective collaboration and administration of funding opportunities.
- **Council will support Extension Foundation** in developing new opportunities for Extension funding when there is a desire or interest in youth/4-H programs. As new opportunities are being developed, Council will collaborate and provide fundraising consultation and 4-H grant



partnership development expertise to Extension Foundation and will serve as 4-H/youth development subcontractor to Extension Foundation for 4-H and youth development grant administration, program evaluation (using Common Measures), promotion, and donor reporting.

- **Council will collaborate with Extension Foundation** when a 4-H donor becomes interested in exploring or funding the larger mission and work of Extension beyond youth development. From time to time, donors discover Extension through the work of 4-H. In the future Extension Foundation can be brought in early to do partnership development and grant administration.
- **Lines of Responsibility.** Collaboration focuses on the goal of increasing funding and resources for all Cooperative Extension programs through public and private sources—bound by clear lines of responsibility that reflect the mission and history of each organization:
 - ✓ Extension Foundation serves as principal investigator and provides grants administration as well as fiscal, operational, and technological services for all non-youth development and non-4-H Extension funding.
 - ✓ National 4-H Council provides fundraising services, grant administration, and marketing, as well as fiscal, operational, and technological services for all youth development and 4-H related funding from both public and private sources.
 - ✓ ECOP National Executive Director in consultation with the current ECOP Chair will serve to facilitate dialogue between the partners, as needed, around the issues and opportunities of this collaboration.
- **ECOP 4-H Leadership Committee.** National 4-H Council serves as the fiduciary/grant manager for the ECOP 4-H Leadership Committee—including USDA-NIFA grants and funding, earned revenue from Committee initiatives, and funds generated/resourced in partnership with ECOP, the Extension Foundation and other private or public entities.
- **Joint Fundraising Activity.** Where Extension-wide opportunities emerge—where funds for youth development and non-youth programs are comingled, ECOP, Extension Foundation, and National 4-H Council will work together to develop proposals and will agree upon the apportionment of funds for youth vs. non-youth programming. Youth programming funds will be the responsibility of Council to administer, evaluate, and report on.



Collaboration Decisioning Resource ECOP/National 4-H Council/Extension Foundation

| Scenarios | 1 | 2 | 3 |
|---------------------------|---|---|---|
| Target Audience(s) | Communities & Families: youth and adults | Adults only | Youth (under 18) |
| Size | Partnerships with potential >\$1 million | | |
| Content | All content areas that align with Cooperative Extension priorities | | |
| Source | Can be sourced by EXF, Council, ECOP, or Public RFP | | |
| Collaboration | <p>Schedule review of opportunity; including ECOP/Council/EXF leaders as necessary</p> <p>Agree upon:</p> <ol style="list-style-type: none"> 1. Joint Collaboration (determine lead) 2. EXF Only 3. Council Only | <p>Informational only via regular Monthly calls</p> <p>Explore potential for organic growth of initiative to youth</p> | <p>Informational only via regular Monthly calls</p> <p>Explore potential for organic growth of initiative to adults</p> |
| Financial | <p>Agreed upon principal investigator/sub provides grant admin, fiscal, operational, and technical services.</p> | <p>EXF serves as principal investigator and provides grant admin, fiscal, operational, and technical services.</p> <p>EXF serves as grant manager for ECOP PATs</p> | <p>Council serves as principal investigator and provides grant admin, fiscal, operational, and technical services.</p> <p>Council serves as grant manager for ECOP 4-H Leadership Committee/4-H PAT</p> |




This Agreement takes effect upon the signatures of the appropriate representatives for ECOP, the Extension Foundation, and National 4-H Council and shall remain in effect for a period of five years from the date of execution, at which time it may be extended, or amended upon written request of either of the two parties and the subsequent written concurrence of the other. Either of the parties may terminate this Agreement with a 90-day written notice to the other party.

The success of this Agreement lies in maintaining proactive, communication among the leadership of the two organizations. It is incumbent upon the representatives of each party to this Agreement to communicate within their respective organizations about this Agreement and develop a culture of regular, clear, and collaborative communication for the benefit of the Cooperative Extension System.


ECOP, Extension Foundation, and National 4-H Council and their respective offices will handle their own activities and utilize their own resources, including the expenditure of their own funds, in pursuing these objectives. Each party will carry out its separate activities in a coordinated and mutually beneficial manner.

No party is authorized to sign contracts, correspondence, or other documents in the name of the other party. Nothing in the Agreement shall obligate ECOP, Extension Foundation, or National 4-H Council to obligate or transfer any funds. Specific work projects or activities that involve the transfer of funds, services, or property among the organizations will require the execution of separate agreements and be contingent upon the availability of funds.


Executed by signatures this 26th day of September 2022:

X 

Wendy Powers, ECOP Chair, Washington State University

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Jon Boren, National 4-H Council Board of Trustees, New Mexico State University

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**Courtney Owens, Vice Chair, Extension Foundation Board of Directors,
 Kentucky State University**