ECOP is a standing committee created by the Cooperative Extension Section of the APLU that represents the 76 state, territorial, and 1890 Cooperative Extension Systems in policy decisions, and provides nationwide program and organizational leadership; an elected committee that functions as a board of directors with the authority to make decisions consistent with a common mission and purpose; works through the APLU, in concert with USDA NIFA, to initiate strategic planning and identify nationwide issues that lead to program and budget priorities; represents the states, territories, and 1890s in legislative matters before Congress and develops and maintains linkages and supportive relationships with other national organizations and associations.

Agenda Attachments: Draft of the April meeting minutes (URL), CES Strategic Agenda (4-5), ECOP finance update (6), July ECOP Agenda (7-13), 2018 NEDA (URL)

OPENING BUSINESS – Chuck Hibberd
Chuck Hibberd: Called the meeting to order. Attendance is recorded on page (3). Minutes from last meeting were approved by acclamation. Finance update is provided as information (6). Midway thru fiscal year, assessments are coming in. Staff transition will not affect the approved budget. More clarity will be provided in future reports.

Additions to agenda –National Agriculture Statistics Service (NASS) Memorandum of Understanding (MOU). The most recent version will be shared via email by Rick Klemme with comments due by close of business on 6/26/18.

Jason Henderson, Purdue University, will become a North Central Region ECOP Member beginning July 3 when Chris Boerboom, North Dakota State University, retires.

I. Business Requiring Immediate Attention – Set Goals and Action Plans:
   A. **ECOP Meeting Agenda** – July COPs, July 16-17 –
      Chuck Hibberd: Addressed question about length of time of the 4-H Leadership Committee item; flexibility will be deployed as needed for adjustments of time. Zoom conferencing, audio and video, will be made available in the meeting room at the hotel in Guadalajara. Note ECOP conversations will include NEDA CES business meeting agenda. Times are in Central Time Zone.

   B. **CES Capital Quest Survey Results** –
      Chuck Hibberd/Sandy Ruble: Reviewed the Survey Results: http://bit.ly/2018CESCQuest. Look forward to planning the next opportunity in late fall or early winter. Vonda Richardson appreciated the opportunity, particularly the personal meeting opportunity. As a result of the exit survey, tentatively the Next Generation Extension – Learning for Leaders is moved to August 3; to talk about pulling back the veil for ECOP and the Cooperative Extension Section.

   C. **2018 NEDA** Planning Update –
      Fred Schlutt/Rick Klemme: Embassy Suites Downtown Portland, 2 Engagement Topic sessions with 2nd being on evaluation. Please respond to registration that will be released soon.

   D. **2019 CES/ESS Joint Meeting Update** –
Chuck Hibberd: Referred to Joint meeting in 2016, Moran, Wyoming. Will Co-Chair George Hopper from Mississippi State, ESCOP Chair-elect. Looking at a date 3rd week in September, in either Memphis or Indianapolis, RFP to be release soon to find a location.

E. 4-H Name and Emblem Update –
Ed Jones: Suggestion from National 4-H Council Board to meet together with the 4-H leadership Committee more than this one time. Dr. Qureshi was present with a report, preliminarily will have approval on some of the items requested. Asked the Committee for assistance with re-doing the guidelines. Relationship built with Deputy. Sec. Censky. Very positive interaction so far.

Lyla Houglum: Added that input is requested on redesigning of 4-H unit at USDA-NIFA.

F. Budget and Legislative Committee Update – Jon Boren

1. Strategic Alignment/Line Consolidation
Jon Boren: Following last BAC Call, BLC letter was mentioned.

Rick Klemme: BLC will be engaged in line consolidation. 12 groupings representing – Anticipating that all section to get reactions. Mike Harrington and Jim Richards providing options to this. Create 21 used to build,

Chuck Hibberd: Bottom line even through other approaches, holding the line, Doug Steele is to become the new VP for Ag and Natural Resources

G. NIFA Update – Louie Tupas
Chuck: Thanks to Louie and Mike helped to coordinate. Pleased that Director Tom Shanower, Deputy Directors Bob Holland and Meryl Brossard were all present.

Louie: Got to know the new directors at CES Capital Quest. Looking forward to the next version for this. To get the most of this, spend more time on different parts, look forward to having more time. Thanks to Chuck Hibberd who met on May 21 with new NPLs from various backgrounds. Session Q&A with Extension as the lead discussion when Extension is talking to NIFA. Fitzner and Tupas to continue as Liaisons. Denise Eblen returned to FSIS. All inquiries about 4-H will need to be referred to Dr. Qureshi. Continue to on-board Director Shanower – no indication about naming of under-secretary and director.

H. Appointments – Chuck Hibberd

1. CES/ECOP NUEL Liaison – Program Committee to nominate
Nomination is in process.

2. Policy Board of Directors Alternate Nominees
Chuck Hibberd: Presented the EDA/EEC approved nominations of Karl Martin, University of Wisconsin and Fred Schlutt, University of Alaska.

II. Track outcomes and indicators of success (as time permits):

A. Program – Chris Boerboom/Ron Brown
Ron Brown: Dr. Carolyn Williams – became Chair. Naming of NUEL Liaison is forthcoming.

B. Personnel – Chris Watkins/Albert Essel

C. Extension Resource and Partnership Development – Tom Dobbins/Rick Klemme

D. Opioid Response Extension Work Group – Mark Skidmore/Rick Klemme

E. CMC/kgobal Update – Chuck Hibberd/Ed Jones/Rick Klemme (on July agenda)

III. Other:
Chuck Hibberd: The next ECOP Executive Committee meets on June 29, 3-4 ET via Zoom [Was cancelled on June 28, 2018]

IV. Executive Session (as needed)

ADJOURN
ECOP Membership Attendance is noted by ☑️ or ●.

Voting Members
- ☑️ Chuck Hibberd, Executive Committee Chair, University of Nebraska
- ☑️ Ed Jones, Executive Committee Chair-elect, 4-H Leadership Committee Member, Virginia Tech
- ☑️ Fred Schlutt, Executive Committee Past-Chair, University of Alaska
- □ Chris Boerboom, Program Committee Chair, North Dakota State University
- ☑️ Tom Dobbins, Personnel Committee & Chair of Extension Resource and Partnership Development, Clemson University
- □ Bev Durgan, Personnel Committee Chair, University of Minnesota Extension
- ☑️ Bill Hare, Executive Committee, University of District of Columbia
- ☑️ Gary Jackson, Program Committee, Mississippi State Extension Service
- ☑️ Mark Latimore, Executive Committee, Fort Valley State University
- ☑️ Scott Reed, Program Committee, Oregon State University
- ☑️ Vonda Richardson, Program Committee Chair-elect, Florida A&M University
- □ Chuck Ross, Program Committee, University of Vermont
- ☑️ Louis Swanson, Personnel Committee, Colorado State University
- ☑️ Chris Watkins, Personnel Committee Chair, Cornell University
- □ Carolyn Williams, Program Committee Vice-Chair, Prairie View A&M University

Ex-officio
- ● Rick Klemme, ECOP Executive Director, Cooperative Extension/ECOP
- ○ Michelle Rodgers, University of Delaware – CES Representative to BAA Policy Board of Directors
- ● Jon Boren, New Mexico State University – ECOP Budget & Legislative Committee, Vice-chair
- ● Louie Tupas and Mike Fitzner – USDA-NIFA

Liaisons to ECOP
- ● Jo Britt-Rankin, Board on Human Sciences
- ○ Michelle Rodgers, Program Manager, Robert Wood Johnson Foundation, Culture of Health Partnership
- ○ Chris Geith, CEO, eXtension Foundation
- ○ Robert “Bob” Godfrey, Experiment Station Committee on Organization and Policy
- ● Jason Henderson, eXtension Foundation Board Chair
- ● Jennifer Sirangelo, National 4-H Council
- ● Jake Tibbitts, Council for Agricultural Research, Extension and Teaching

Executive Director and Administrator Team
- ● Ron Brown, Southern Region
- ● Lyla Houglum, Western Region
- ● Rick Klemme, DC Office
- ● Ali Mitchell, Northeast Region
- ● Albert Essel, 1890 Region
- ● Sandy Ruble, DC Office
- ○ Robin Shepard, North Central Region

Back to agenda
Emphasis Areas and Ongoing Priorities for the Cooperative Extension Section

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** (Boren/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** (Dobbins) – Establish and implement a model for private funding of national initiatives as a complement to public funding for Extension.

**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. 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/Boren/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.
- 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.
- 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.
- Strengthen collaborative relationships with NIFA leadership and NPLs with monthly on-site conversations and seminars (Extension Directors/Administrators invited).
- Explore and provide input on NPL priorities for AFRI-funded Extension projects as well as Extension Director/Administrator participation on these review panels.
- Work with NIFA leadership to strengthen state liaison roles.

Integration With Key Partners
- Consider a reciprocal liaison relationship with the National Urban Extension Leaders (NUEL) to strengthen our engagement with urban Extension.
- Invite our 1994 Tribal College Cooperative Extension Service partners to identify a liaison to ECOP.

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).
- 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.
- 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.
- Expand strategic alliances that benefit Cooperative Extension with national partners (e.g. NASDA, NC-FAR, NACo, SoAR, CFAIRE, ESCOP, APLU BAA, National Academy of Science-Breakthrough 2030 project and others).
- Identify ways to support the Innovation Initiative led by eXtension.
- Through the eXtension Foundation Board of Directors, assure that eXtension is an active contributor to the advancement of Extension education across the nation.
- 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.

Specific initiatives or efforts designed to strengthen Cooperative Extension and ECOP’s operations and value:
- Demonstrate ECOP’s value to the members of the Cooperative Extension Section.
- 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.
- 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.
- Implement national Excellence in Extension as well as Diversity Awards.
- Partner with JCEP to strengthen national leadership of Extension’s professional associations.

On-board a new Executive Director for the Cooperative Extension System. Back to agenda
## ECOP National Leadership 2018

**2017 ECOP Holdings by APLU Holdings**

<table>
<thead>
<tr>
<th></th>
<th>APPROVED BUDGET</th>
<th>ACTUAL AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beginning Balance</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Health Implementation Carryover for Cost of Printing</td>
<td>$612,094</td>
<td>$480,606</td>
</tr>
<tr>
<td>Assessments (18 institutions have not paid)</td>
<td>600,000</td>
<td>472,716</td>
</tr>
<tr>
<td>Other (interest on ECOP Holdings with APLU)</td>
<td>2,094</td>
<td>0</td>
</tr>
<tr>
<td>Meetings (Equal to Meeting Expenses)</td>
<td>10,000</td>
<td>7,890</td>
</tr>
<tr>
<td><strong>Expense (explained below)</strong></td>
<td>$612,094</td>
<td>$180,027</td>
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</table>

### ECOP National Office Operations

<table>
<thead>
<tr>
<th>Description</th>
<th>APPROVED</th>
<th>ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary and benefits (originally calculated for full time ED)</td>
<td>$324,663</td>
<td>$73,188</td>
</tr>
<tr>
<td>Meetings (Equal to Meetings Income)</td>
<td>10,000</td>
<td>5,687</td>
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<tr>
<td>Travel expenses (will increase by 25-30% per ED contract)</td>
<td>18,500</td>
<td>12,002</td>
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<tr>
<td>Staff development (originally calculated to inc. orientation of a full time ED)</td>
<td>4,000</td>
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<tr>
<td>Office supplies</td>
<td>500</td>
<td>0</td>
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<tr>
<td>Technology and communications</td>
<td>2,500</td>
<td>160</td>
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<tr>
<td>Design, printing, engraving</td>
<td>1,000</td>
<td>0</td>
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<tr>
<td>Miscellaneous</td>
<td>1,000</td>
<td>0</td>
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<tr>
<td>APLU Support for ECOP (same as FY17 based on 1.06F full-time equivalent)</td>
<td>41,000</td>
<td>17,072</td>
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*Note: APLU Finance Department is in the midst of a major transition. Transactions for May 2018 will show up in the next report to include National Office staffing changes.*

### ECOP Executive Committee

<table>
<thead>
<tr>
<th>Description</th>
<th>APPROVED</th>
<th>ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting support</td>
<td>5,000</td>
<td>0</td>
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<tr>
<td>Memberships &amp; related fees</td>
<td>1,800</td>
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### Personnel Committee Excellence in Extension Award

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<thead>
<tr>
<th>Description</th>
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<th>ACTUAL</th>
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</thead>
<tbody>
<tr>
<td>$12,000</td>
<td>0</td>
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### Program Committee National Diversity Award

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<th>Description</th>
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<tr>
<td>$5,300</td>
<td>0</td>
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### 4-H Leadership Committee

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<tbody>
<tr>
<td>$7,500</td>
<td>3,063</td>
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### Strategic Priorities

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<tr>
<th>Description</th>
<th>APPROVED</th>
<th>ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support for JCEP Town Hall</td>
<td>5,000</td>
<td>0</td>
</tr>
<tr>
<td>Meeting Support for National Impacts Database Writing Team</td>
<td>2,500</td>
<td>0</td>
</tr>
<tr>
<td>Meeting Support for Extension Resource and Partnership Development (formerly PRM)</td>
<td>8,068</td>
<td>1,400</td>
</tr>
<tr>
<td>ECOP NC-FAR Membership and Sponsor for Capitol Hill Lunch and Learn with ESCOP</td>
<td>1,400</td>
<td>0</td>
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</table>

### National Impacts Database Committee (Website Host with ESCOP)

<table>
<thead>
<tr>
<th>Description</th>
<th>APPROVED</th>
<th>ACTUAL</th>
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<tbody>
<tr>
<td>$12,500</td>
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<td>0</td>
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### ESS-CES-AHS Communications and Marketing Effort

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<th>Description</th>
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<tr>
<td>$133,331</td>
<td>51,888</td>
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*On December 14, 2017 ECOP Executive Committee extended the contract with Executive Director Rick Klemme until April 30, 2020 at 0.60 FTE. Signed agreement is pending with APLU. A list of Executive level projects are under review by Rick and ECOP Chair Chuck Hibbord for additional contracts outsourcing.*

**This budget line is designed to support efforts of ECOP in order to advance strategic priorities. Every effort is made to use funds from annual income. If needed, reserves can be used as long as a $200,000 carryover is retained in order to cover approximately six months of ECOP National Office staffing and related costs (Approved by ECOP July 2016).**

***On October 15, 2017 ECOP voted to spend $5,000 for travel expenses for the National Impacts Database Content Writing Team to meet face-to-face, matching ESCOP contribution. 2018 Budget was approved by ECOP on July 18, 2017.***

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ECOP meeting at Joint COPs – July 16-17, 2018

Note: All ECOP agenda items will be available for interaction using Zoom

Monday, July 16
8:30 am
Welcome, roll call, minutes of June 21 and Finance Report with Personnel Changes
Review agenda
Executive, Personnel and Program Committee reports
Update 2018 ECOP Budget based on new personnel model

9:00 am
Strategic Realignment (Chuck Hibberd)
Note: Specifics about this topic will be revealed closer to the meeting
Action: Consider approval of Strategic Realignment proposal

9:45 am - Break

10:15 am
Kglobal contract (Ed Jones)
Action: Consider action on the status of the kglobal contract (expires 12/31/2018)

10:45 am
Plan of Work Reporting Themes (Chuck Hibberd et al)

11:30 am
2019 Strategic Agenda
Action: Consider approval of 2019 Strategic Agenda

Noon – lunch

1:00 pm
Extension Resource and Partnership Development (Tom Dobbins et al)
Action: Consider affirmation of progress on ERPD model

1:45 pm
International Extension Work
Action: Develop initial framework for International Extension Work

2:30 pm
Updates to operating guidelines and rules of operation (Gary Jackson/Mark Latimore)
Action: Consider approval of proposed operating guidelines and rules of operation

3:00 pm - Adjourn for Joint COPs

Tuesday, July 17
1:00 pm
Recommendations of 4-H Leadership Committee (Ed Jones/Andy Ferrin)
  1. 4-H Name & Emblem
  2. 4-H Diversity & inclusion
  3. Approach to National 4-H Conference Center Conversation
Action: Consider approval of 4-H Leadership Committee recommendations

1:30 pm
Land-grant University Mission Alignment (Ed Jones)

2:15 pm – Break
2:30 pm
   eXtension's Role with Cooperative Extension Section/ECOP (Chuck Hibberd/Terry Meisenbach)
   Initiative and Capacity Development
   Alignment of Strategic Agenda Topics
       **Action:** Propose new alignment or collaborative opportunities between eXtension
       and Cooperative Extension Section/ECOP

3:15 pm
   Cooperative Extension Section Business Meeting at NEDA (Chuck Hibberd)
       **Action:** Consider initial framework for CES Business Meeting at NEDA

4:00 pm - Adjourn

   Go to next page
ECOP’s Big Idea Conversations

Topic: Plan of Work Reporting Opportunities

Team:
Carolyn Williams
Chuck Ross
Damona Doye
Brian Kowalkowski
Jennifer Kirschner, Wisconsin
Karla Trautman
Chris Watkins
Chuck Hibberd, convener
Merle Broussard
Ron Brown, EDA Team Support

Premise:
The purpose of Plan of Work reporting is twofold:
2. Providing NIFA with information to be used to advocate for Smith-Lever funding with USDA leadership and Congress.

Charge:
In concert with our NIFA colleagues, explore opportunities to redesign or refocus the current Plan of Work reporting model to achieve the above premises.
1. Develop a process to identify 8-12 big themes or questions to focus our reporting.
2. Reframe our Plan of Work documents to reflect these 8-12 big themes.
3. Propose an implementation date to initiate this reporting format.

Key points:
1. Federal reporting was identified as a key issue in the development of the ECOP Strategic Agenda.
2. The current reporting format can result in much detailed work and long reports.
3. A theme-oriented reporting model could provide USDA-NIFA with better quality, higher impact products to inform their advocacy with USDA leadership and Congress. For example, “xx Extension programs are engaged in the opioid issue and here are three great examples of the work being done in this area.”
   Note: Broad themes might be difficult to summarize, narrow themes could provide more focused information.
4. In exchange for increased reporting expectations relative to time and effort, a more streamlined Plan of Work reporting format could provide some relief to Extension Directors/Administrators.
5. Extension Directors/Administrators would need to consider being open to the idea that they would focus on fewer topic, but higher quality reports that may not cover everything that we do.
6. Engagement with ESCOP and their scientific roadmap could help align integrated research/extension efforts.
7. USDA-NIFA leadership has expressed enthusiasm for this approach.
Timelines:
July 16-17 – Update at Joint COPs, one hour will be provided on the ECOP agenda
October 2-3 – Final report (written and verbal) during NEDA Cooperative Extension Business meeting (time allocation to be determined)

Frameworks already in place:

Land-grant Impacts (each priority has numerous tags):
1. Agricultural Systems
2. Energy and Byproducts
3. Environmental Stewardship
4. Food Security
5. Nutrition and Health
6. Youth, Families and Communities

NIFA Science Emphasis Areas:
1. Agroclimate Science
2. Bioeconomy, Bioenergy, Bioproducts
3. Education & Multicultural Systems
4. Environmental Systems
5. Family & Consumer Sciences
6. Food Safety
7. Human nutrition
8. Sustainable Ag Production Systems
9. Youth Development

Task Force on Agriculture and Rural Prosperity
1. eConnectivity for rural America
2. Improving quality of life
3. Supporting a rural workforce
4. Harnessing technological innovation
5. Economic development
ECOP’s Big Idea Conversations

Title: How can Cooperative Extension contribute to the University-level mission of our land grant universities?

Team:
Ed Jones– Convener
Scott Reed
Fred Schlutt
Lou Swanson
Marshall Stewart
Bill Hare
Rich Bonanno
Ray McKinnie
EDA Team, support Lyla Houglum

Charge (you are welcome to expand or redefine as needed):
1. Identify examples of Cooperative Extension’s contribution to the University-level mission of our land-grant universities.
   a. The following questions were examined at our March ECOP meeting (see pages 12-13 - please expand this list).
      1) How can Cooperative Extension help prepare students for productive citizenship?
      2) How can Cooperative Extension contribute to the economic development mission of the LGU?
      3) How can Cooperative Extension help the university contribute to societal issues (race relations, poverty, etc) in our states?
      4) How can Cooperative Extension help the university increase revenue (grants, donations, contracts, etc)?
      5) How can Cooperative Extension engage community members to help the university co-create solutions to local priorities?
2. For each example, please identify ‘why’ this practice or engagement might be valuable.
   a. Identify up to three implementation ideas for each topic
3. Be prepared to present ideas at NEDA.

Timelines:
July 16-17 – Update at Joint COPs, one hour will be provided on the ECOP agenda
October 2-3 – Final report (written and verbal) during NEDA Cooperative Extension Business meeting (time allocation to be determined

Go to next page
## How can Cooperative Extension contribute to the university-level mission of our land-grant university?

March 2018 – ECOP Meeting, Nebraska City, Nebraska

The University’s **mission to increase revenue** is important to Extension because the relevance of the University work is enhanced by bringing the stakeholders to the University.

<table>
<thead>
<tr>
<th>Idea</th>
<th>Outcome</th>
<th>Possible Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changing campus culture around innovation and entrepreneurship</td>
<td>Awards, incentives, promotion criteria, and finance models are shifted to include Extension</td>
<td>Faculty Senate, Campus Leaders, Research Office, Finance Office</td>
</tr>
<tr>
<td>for engagement and outreach</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expand concept of partnership and systems to define resources more</td>
<td>Metrics are broadened</td>
<td></td>
</tr>
<tr>
<td>broadly than $$</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building a culture for increased fee based strategies</td>
<td>Revenues are increased from programs with revenue generating attributes.</td>
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</table>

The University’s **economic development mission** is important to Extension because University engagement is the established pathway into the community to have the downstream effect of sustainability and resiliency, which leads to economic development.

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<thead>
<tr>
<th>Idea</th>
<th>Outcome</th>
<th>Possible Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership and community based visioning strategies</td>
<td>Community takes ownership and the community moves forward with a more comprehensive (long-term) vision</td>
<td>President’s support (Extension needs to be proactive and help move the idea across the campus).</td>
</tr>
<tr>
<td>Business development</td>
<td>Projects are pushed to community vision with elements of sustainability and resiliency (Downstream, long-term impacts, etc.) Extension has the ability to engage the University in more than single, unconnected projects to be a catalyst for a strategic and long-term vision where the community, state and/or region feel needed.</td>
<td>NOTE: In some Universities Extension may want to enhance its connection/relationship/alliances with those leading the University’s Economic Development (Department Director/VP/VC/etc.)</td>
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<tr>
<td>Integration of broader University; linkage to expertise (campus</td>
<td>University leverages Extension’s role and visa-versa to help engage at the community level; commitments, interest, and access to grants/funding of University partners are increased</td>
<td></td>
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<tr>
<td>partnership)</td>
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</table>
The University’s **community engagement mission** to co-create solutions to local priorities is important to Cooperative Extension because it enhances collective impact, efficiency, relevance, political legitimacy and personal relationship building.

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<tr>
<th>Idea</th>
<th>Outcome</th>
<th>Possible Contact</th>
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| Get a seat at the table – take initiative to go to other parts of the University and co-create | 1) Increase awareness of what all players are doing  
2) Create engagement of the University with local level in new areas | A Deans’ Council or individual Dean (or appropriate Administrative Council)                                                 |
| Be a convener; focus on a problem issue                              | 1) Identify expertise from University and connect with local people  
2) Local problem resolved and have an example to show  
3) Arrange for publicity | Depends on issue chosen                                                                                                     |

The University’s **mission to address societal issues** is important to Extension because Extension has a role in assisting the University to understand the local culture/context so delivery and programming language can be adapted to be relevant.

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| Engage University faculty as a co-creator of knowledge and programming | 1) Faculty are partners and not just a subject matter expert/consultant  
2) University faculty who desire to engage are integrated with local communities |                                                                                                                            |
| Share local needs assessment with University faculty                 | Create awareness of state needs to drive Co-creation of local solutions                                          |                                                                                                                            |

The University’s **mission to prepare students for citizenship** is important to Extension preparing a skilled workforce (including, yet beyond agriculture) and engaged citizens are important to both entities and Extension has curriculum and expertise to contribute in the academic as well as the community setting.

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<tr>
<td>Service learning/campus compact; internships</td>
<td>Students experience their own curriculum that contributes to life success; shadow agent, then seminar</td>
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<tr>
<td>Providing credit or noncredit for single class of students – teach students as clients and the differential is if pay tuition for credit.</td>
<td>Meeting students’ needs whatever it is – business, credit, etc.</td>
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<tr>
<td>Using volunteers to prepare students to be successful in life and in education.</td>
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