Zoom Meeting Minutes
Thursday, January 24, 2019
11:00 a.m. – Noon, Eastern Time
Presiding – Ed Jones, Chair-Elect

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: November 2018 meeting minutes (URL), Future Agenda Items (2), ECOP Executive Committee January 2019 draft meeting minutes and December 2019 approved minutes (URLs), CES Strategic Agenda (5-6), Background on new CARET Rep (7), Overview of 2019 Spring ECOP Meeting (8-9), Finance Update (10), ECOP Infographic (11-12), EDA Team Responsibilities for 2019 (URL), 2019 ECOP Budget (URL), Letter to Strategic Realignment Committee (URL), ECOP Landing Page – www.extension.org/ecop, Report to the Extension Committee on Organization and Policy from the Extension Opioid Crisis Response Workgroup (October 2018) (URL)

OPENING BUSINESS –
Ed Jones called the meeting to order. Attendance is recorded on page 4. A quorum was present. Char Wenham CARET Liaison to ECOP, p.7, received welcome. The minutes from last meeting were approved by unanimous consent. The finance update was provided as information, p.10. There were no additions to the agenda.

I. BUSINESS REQUIRING IMMEDIATE ATTENTION/ACTION –
   A. Professional Development Committee Recommendation - Adding eXtension Foundation Representation
      Ed Jones/ Vonda Richardson: The Professional Development Committee has decided to allow a representative of eXtension to attend committee meetings in a non-voting capacity. The status of voting will be revisited after one year. Vonda Richardson made a motion to affirm this action. Motion passed.
   B. Futuring of Extension Chair Strategic Initiative
      1. National Impact Database success story submissions
         Ed Jones/Rick Klemme/Jason Henderson: In working with Charles V. Riley Memorial Foundation Unifying Message Partnership https://rileymemorial.org/unifying-message-partnership, Jason Henderson has taken the lead for this collaboration. There were 16 stories from the National Impacts Database https://landgrantimpacts.org/database, with a limited number from certain regions, were used to develop a white paper on Extension. The response to a request to fill gaps was overwhelming. Future initiatives would benefit from a more complete set of impact statements entering into the Database. This exercise by ECOP was a good reminder of how the database can be effectively used. ECOP members are asked to share this information regionally and provide leadership to encourage submissions to the Database and to work with ESCOP colleagues to do the same.
C. Farm Bill Implementation Process
Ed Jones/Rick Klemme/Fred Schlutt: The Committee on Legislation and Policy has a potential role to take up in the implementation process. Vernie Hubert will be invited to the Spring ECOP meeting to inform ECOP’s discussion of these opportunities and help ECOP frame talking points on behalf of the Section.

D. Affirmation of 2019 ECOP Infographic, pp. 11-12
Ed Jones/Rick Klemme: Will use the version for immediate needs with updates to the photos. Suggestions shared recently by EDA Team and Chuck Hibberd will be considered for a Version 2. At the request of Mark Latimore, a draft of Version 2 will be shared for review by the ECOP Executive Committee before being made final for CARET/AHS meeting. [250 hardcopies are due by close of business, February 19, 2019] The recommendation by Vonda Richardson to change the name of the Private Resource Mobilization to Extension Resource and Partnership Development was noted for Version 2.

E. JCEP Liaison Appointment Transition Discussion
Ed Jones/Scott Reed/Rick Klemme: Scott Reed inherited role from Chuck Hibberd. Linkage for is strategically important to the Section. Would be good to identify someone to with help of EDA Team and Scott’s advice. Important to be an ECOP member. Volunteers are welcome. The Board meets monthly for one hour and face-to-face once a year. Latest leadership is provided by Casey Mull. There is a focus on ECOP Updates. Scott will look at ECOP roster and reach out to potential liaisons to replace him when he retires, perhaps to provide overlap of meeting participation.

II. INFORMATIONAL UPDATES:
A. Well-Connected Communities Wave 2 Timeline –
Ed Jones: Tabled this update until later date; detailed presentation is scheduled for Spring ECOP Meeting.

Jon Boren/Rick Klemme: Proposal is headed in the direction of a single line advocacy to be implemented in 3 areas. Considering moving the meeting date of ECOP BLC to March instead of February; to report out on each region’s “barometer setting” input and report this to the BAC. Primary work has been done by Mike Harrington, Ernie Minton. More intensive conversation will occur in second round of discussion for Policy Board to consideration in July. Meetings with Partners groups, including CGAs, have been occurring at APLU; good dialogue and great questions. Carolyn Williams: Good news that the process is taking a longer than originally announced. Asked that the training occur for Administrators and CARET delegates to ensure advocacy response. Chuck Ross: Will the briefing help reconcile the concerns being expressed by regions so far? Rick Klemme: EDA Team has been meeting to help address this. Each will be prepared and help lead discussions. BLC members will become the carriers of the Section feedback. Bob Godfrey: Similar path is taking place in Experiment Station Section and mostly this boils down to, do we trust NIFA. Chuck Ross: Asked about the role of regional BLC members. Rick Klemme: As conversations take place, the members of BLC become ambassadors to the BAC. There are assurances from Cornerstone that tracking of smaller lines is possible.

C. Communications and Marketing Committee/kglobal –
Mark Latimore: Sub-committee was formed to make a recommendation. Named the members. Will meet at CARET/AHS.

D. Joint ESS/CES-NEDA Meeting Location Update – Nashville, TN (Hibberd/Klemme)
Rick Klemme/Sandy Ruble: Nashville is the new location. Question raised about regional representation on the planning committee. Intent of committee leaders to keep the committee small with both 1862 and 1890 representation from both Sections.

E. ECOP Spring Meeting Overview, pp. 8-9
F. [EDA Team Responsibilities for 2019](http://bit.ly/19ECOP_Realign_Ltr), URL
G. Locating ECOP Minutes; Archives, [www.extension.org/ecop](http://www.extension.org/ecop)
H. Standing Committees
   1. Program
   Carolyn Williams: Meeting set for February.
   2. Professional Development
Vonda Richardson: Criteria for Excellence in Extension Awards will be revisited. The Committee reached consensus to go with current process and undertake changes during 2019 for release in 2020.

3. 4-H Leadership Committee

Ed Jones: Face-to-face meeting coming up in February 2019

I. Report to the Extension Committee on Organization and Policy from the Extension Opioid Crisis Response Workgroup (October 2018), URL

ADJOURN

FUTURE AGENDA ITEMS:

A. Appointments –
   1. LEAD21 ECOP/CES Liaison
   2. 4-H Congress/CES Representative
   3. National IPM Liaison in May - Tom Melton retiring July 1
   4. JCEP Liaison (see I.E.) - Scott Reed retiring in July
   5. CMC ECOP/CES Representatives - Steve Bonanno term transitions in March

B. Big Ideas
   1. Extension Resource and Partnership Development (Dobbins/Klemme)
   2. Plan of Work Reporting Themes (Jones/Hibberd/Klemme)
   3. Adding Value to Campus Mission (Hibberd)
   4. International Extension Development

C. NRCS-CES-ESS Collaboration— (Jones/Shepard)

D. ECOP Operating Guidelines/Role of Liaisons (Jones/Brown/Mitchell)
**ECOP Membership**

**Voting Members**
- Ed Jones, **Executive Committee, Chair**, Virginia Tech
- Mark Latimore, **Executive Committee, Chair-elect**, Fort Valley State University
- Chuck Hibberd, **Executive Committee Past-Chair**, University of Nebraska
- Tom Dobbins, **Professional Development Committee & Chair of Extension Resource & Partnership Development Committee**, Clemson University
- Beverly Durgan, **Professional Development Committee**, University of Minnesota Extension
- Bill Hare, **Executive Committee**, University of District of Columbia
- Jason Henderson, **Program Committee**, Purdue University
- Barbara Petty, **Program Committee**, Idaho State University
- Scott Reed, **Executive Committee**, Oregon State University
- Vonda Richardson, **Professional Development Committee Chair**, Florida A&M University
- Chuck Ross, **Professional Development Committee and Vice-chair of Budget & Legislative Committee**, University of Vermont
- Louis Swanson, **Professional Development Committee**, Colorado State University
- Chris Watkins, **Program Committee**, Cornell University
- Carolyn Williams, **Program Committee Chair**, Prairie View A&M University

**Ex-officio, Non-voting Members**
- Rick Klemme, **ECOP Executive Director, Cooperative Extension/ECOP**
  - Michelle Rodgers, **ECOP Representative to BAA Policy Board of Directors and Project Director, Well-Connected Communities**, University of Delaware
- Jon Boren, **ECOP Budget & Legislative Committee, Chair**, New Mexico State University,
  - Louie Tupas and Mike Fitzner – USDA-NIFA
  - Jo Britt-Rankin, **Board on Human Sciences**, University of Missouri
- Chris Geith, CEO, and eXtension Foundation
- Bob Godfrey, **Experiment Station Committee on Organization and Policy**, University of Virgin Islands
- Barbara Petty, **eXtension Foundation Board Chair**, Idaho State University
- Jennifer Sirangelo, CEO, **National 4-H Council**
- Char Wenham, 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

**Guest**
- Fred Schlutt, ECOP Representative to Committee on Legislation and Policy, University of Alaska

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Emphasis Areas and Ongoing Priorities for the Cooperative Extension Section
Ed Jones, 2019 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 (ECOP Budget & Legislative Committee-BLC Chair/ECOP Executive Committee) –
- Build on advocacy strategies to increase federal capacity funding (Smith-Lever and 1890s Extension)
- 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’s 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.
  - **Providing value for federal partners** (as the outreach/engagement arm of the federal government).


Collaboration with Federal Entities (ECOP Chair/Chair-elects) – 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 (BLC Chair/ECOP Representative to the BAA Committee on Legislation and Policy-CLP/ECOP Executive Committee) – 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 (ECOP Chair/Chair-elects/Past-chair)
• 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 (ECOP Chair/Chair-elect).
• 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. (ECOP Executive Committee/National Impacts Database Committee)
• Continue a commitment to collaboration with ESCOP and the ESCOP Science and Technical Committee by establishing/maintaining a strong working relationship with ESCOP Chair. (ECOP Chair)
• Expand strategic alliances that benefit Cooperative Extension with national partners (e.g. NASDA, NC-FAR, NACo, SoAR, CFARE, ESCOP, APLU BAA, National Academies of Sciences, Engineering, and Medicine and others).
• Identify ways to support the Issues, Innovation and Impact programs led by eXtension. (ECOP Executive and Program Committees).
• 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:
• On-board a new Executive Director for the Cooperative Extension System.
• Establish Futuring of Extension, by using a systematic process to be ready for the future.
• 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 (NEDA) and a monthly Next Generation Extension – Learning for Leaders webinar series.
• Implement national Excellence in Extension and Diversity Awards.
• Partner with JCEP to strengthen national leadership of Extension’s professional associations.
Original Year of Appointment to CARET: 2006.

**Institution:** Michigan State University

**Occupation:** Partner, Wood, Wenham & Henderson Consultants, LLC.

**Education:** B. A. in Communications, Speech (Michigan State University); M. A. in English (Michigan State University); and Ed. D in Educational Administration (Western Michigan University)

**Organizations:** Citizens for Michigan; Rotary Club; and, St. Joseph Township Zoning Board of Appeals; and, Shoreham Village Planning Commission

**Other:** CARET liaison to the Cooperative Extension Section/Extension Committee on Organization and Policy and MSUE County Advisory Council
## Contacts –
Business Agenda: Rick Klemme, rickklemme@extension.org, 608.234.1994 (m)
Other: Sandy Ruble, sandyruble@extension.org, 202.306.5357 (m)
Marianne Klein, marianneklein@extension.org
Lodging concerns: Nicole Martin, martinn@vt.edu

Registration – **To be released soon.**

Location – Virginia Tech Campus; “The Inn” and “The Pavilion” Blacksburg, Virginia (see p.2)

Dress – Business Casual

WiFi – Virginia Tech Guest Wireless

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<thead>
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<th>DATE/TIME (EASTERN)</th>
<th>DESCRIPTION</th>
<th>LOCATION</th>
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<td><strong>WEDNESDAY April 10</strong></td>
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<td>5-6:30 p.m.</td>
<td>Reception – Details forthcoming.</td>
<td>The Inn-Solitude</td>
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_Dinner is on your own. See page 2._

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<th><strong>THURSDAY April 11</strong></th>
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<tr>
<td>7-7:45 a.m.</td>
<td>Breakfast</td>
<td>Preston’s, The Inn</td>
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<tr>
<td>8:30-11:45 a.m.</td>
<td>Business Meeting Day 1 (Break at mid-point)</td>
<td>The Pavilion</td>
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<tr>
<td>11:45 a.m. 1:00 p.m.</td>
<td>Lunch and Networking</td>
<td>The Pavilion and Hahn Horticulture Garden</td>
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<td>1-3:00 p.m.</td>
<td>Business Meeting Day 1 resumes (Break before committee breakout meetings)</td>
<td>The Pavilion</td>
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<tr>
<td>3:30-5:00 p.m.</td>
<td>ECOP Executive Committee</td>
<td>The Inn-New River</td>
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<tr>
<td>3:30-5:00 p.m.</td>
<td>ECOP Program Committee</td>
<td>The Inn-Ellet Valley</td>
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<tr>
<td>3:30-5:00 p.m.</td>
<td>ECOP Professional Development Committee</td>
<td>The Inn-Draper’s Meadow</td>
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<td>5:30-8:00 p.m.</td>
<td>Evening dinner event – In process.</td>
<td>To be determined.</td>
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<th><strong>FRIDAY April 12</strong></th>
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<td>7-7:45 a.m.</td>
<td>Breakfast</td>
<td>Preston’s, The Inn</td>
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<tr>
<td>8:30 a.m.-Noon</td>
<td>Business Meeting Day 2 (Break at mid-point)</td>
<td>The Pavilion</td>
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<tr>
<td>Noon</td>
<td>Adjournment. <em>Lunch on your own.</em></td>
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Travel Tips –
Uber or Lyft are available.
Virginia Tech Airport Shuttle - [https://parking.vt.edu/alternative/regional/airport-shuttle.html](https://parking.vt.edu/alternative/regional/airport-shuttle.html)
[https://ridebt.org/](https://ridebt.org/)

The Inn at Virginia Tech - **901 Prices Fork Road, Blacksburg, VA 24061**. From I-81: Take Exit 118B towards Blacksburg/460 West. Exit the 460 Bypass at the Prices Fork Rd/Downtown exit, Route 412 East. Turn right at the first traffic light into hotel entrance. For more information or help from our concierge team, call us at 540-231-8000 or [https://www.innatvirginiatech.com/virginia_tech_hotel/contact_us/](https://www.innatvirginiatech.com/virginia_tech_hotel/contact_us/).

Local Dining Options for Wednesday evening, 4/10/19 –
[https://www.innatvirginiatech.com/blacksburg_restaurants/prestons/](https://www.innatvirginiatech.com/blacksburg_restaurants/prestons/)
[https://www.gauchogrille.com/](https://www.gauchogrille.com/)
[https://www.macados.net/](https://www.macados.net/)

Meeting Venues –
Hahn Horticulture Garden - [https://www.hort.vt.edu/hhg/](https://www.hort.vt.edu/hhg/)
Campus Map [https://vt.edu/content/dam/vt_edu/maps-locations/vt-blacksburg-map.pdf](https://vt.edu/content/dam/vt_edu/maps-locations/vt-blacksburg-map.pdf)
The Inn – Second Floor

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### National Health Implementation Carryover for Cost of Printing

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<th>Description</th>
<th>Beginning Balance</th>
<th>Approved Budget</th>
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<tr>
<td>Income</td>
<td>$612,094</td>
<td>$646,145</td>
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<td>Assessments (0 institutions unpaid, 2 pardoned)</td>
<td>600,000</td>
<td>597,575</td>
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<td>Other (interest on ECOP Holdings with APLU)</td>
<td>2,094</td>
<td>2,395</td>
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<td>Meetings (Equal to Meeting Expenses)</td>
<td>10,000</td>
<td>46,175</td>
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<tr>
<td><strong>Expense (explained below)</strong></td>
<td>$612,094</td>
<td>$459,276</td>
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### ECOP National Office Operations

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<tr>
<td>Salary and benefits (originally calculated for full time ED)</td>
<td>324,663</td>
<td>206,293</td>
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<tr>
<td><strong>Staffing Transition</strong>&lt;sup&gt;*&lt;/sup&gt;</td>
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<tr>
<td>Part-time ED, Full Time Program Assistant (PA) - January-April</td>
<td>108,221</td>
<td>83,488</td>
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<td>Part-time ED, Full Time Assistant Director, Part-time PA - May-Dec.</td>
<td>216,442</td>
<td>122,805</td>
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<td>Meetings (Equal to Meetings Income)</td>
<td>10,000</td>
<td>40,759</td>
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<td>Travel expenses (will increase by 25-30% per ED contract)</td>
<td>18,500</td>
<td>31,469</td>
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<td>Staff development (originally calculated to inc. orientation of a full time ED)</td>
<td>4,000</td>
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<td>Office supplies</td>
<td>500</td>
<td>43</td>
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<tr>
<td>Technology and communications</td>
<td>2,500</td>
<td>2,466</td>
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<tr>
<td>Design, printing, engraving (includes Nat. Health Implementation Printing)</td>
<td>1,000</td>
<td>3,645</td>
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<td>Miscellaneous</td>
<td>1,000</td>
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<tr>
<td>APLU Support for ECOP</td>
<td>41,000</td>
<td>36,098</td>
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<sup>*</sup> Office space, conference/meeting support, human resources, payroll, IT Help, legal assistance, copying, etc.

### ECOP Executive Committee

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<tr>
<td>Meeting support</td>
<td>5,000</td>
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<tr>
<td>Memberships &amp; related fees (NC-FAR)</td>
<td>1,800</td>
<td>1,400</td>
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### Personnel Committee Excellence in Extension Award

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<td>$12,000</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>
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### 4-H Leadership Committee

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<tbody>
<tr>
<td>$7,500</td>
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<td>5,703</td>
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### Strategic Priorities<sup>**</sup>

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<th>Description</th>
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<tr>
<td>Support for JCEP Town Hall</td>
<td>5,000</td>
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<tr>
<td>Meeting Support for National Impacts Database Writing Team</td>
<td>2,500</td>
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<tr>
<td>Meeting Support for Extension Resource and Partnership Development (formerly PRM)</td>
<td>8,068</td>
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### National Impacts Database Committee (Website Host with ESCOP)<sup>***</sup>

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<th>Description</th>
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<tbody>
<tr>
<td>$12,500</td>
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### ESS-CES-AHS Communications and Marketing Effort<sup>***</sup>

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<tr>
<td>kglobal</td>
<td>111,331</td>
<td>85,322</td>
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<tr>
<td>Cornerstone Government Affairs</td>
<td>22,000</td>
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<sup>*On December 14, 2017 ECOP Executive Committee extended the contract with Executive Director Rick Klemme until April 30, 2020 at 0.60 FTE. On April 12, 2018 ECOP Executive Committee approved creation of Assistant Director (internal promotion effective 5/1/18) and creation of Part-time Program Assistant (new effective 5/16/18).

<sup>**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).

<sup>***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.
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 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 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.

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

**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 will often be beneficial 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.

**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](http://www.ecopmondayminute.blogspot.com)

Program Impacts: [landgrantimpacts.org/extension](http://landgrantimpacts.org/extension)

ECOP Directory, Calendar, Goals, and more: [www.extension.org/ecop](http://www.extension.org/ecop)

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