2021 National Extension Directors and Administrators Meeting
A Virtual Meeting by the Extension Committee on Organization and Policy (ECOP)
with support of implementing agency, USDA-NIFA, and partners National 4-H Council and
Extension Foundation

This meeting is designed to:
- Engage in peer-based sharing and learning.
- Explore what’s possible for Cooperative Extension’s organizational and delivery structure.
- Learn to create productive environments around tomorrow’s challenges.
- Contribute to the business of the Cooperative Extension Section and ECOP actionable items
- Contribute to a resource document of discussion themes, opportunities and best practices
  for Director and Administrator reference and future use.

EASTERN TIME ZONE
DAY 1 - TUESDAY, OCTOBER 12, 2021

11:00 AM – 5:00 PM
ECOP Meeting
A separate agenda with Zoom Connection will be released to ECOP Members, EDA Team, and
Liaisons closer to the actual date. Sign up to receive details to view this meeting on YouTube Live!

6:00-7:00 PM
Virtual Reception
Organized by National 4-H Council and ECOP 4-H Leadership Committee

A discussion focused on today’s Extension 4-H program and its priorities around diversity,
innovative delivery methods and raising up the voice of young alumni leaders. Some of 4-H’s
biggest corporate supporters—such as Microsoft, Verizon, Meredith Publishing,
Google/YouTube or Facebook—will speak to the importance of technology in delivering
programs in new ways, and the impact that Cooperative Extension is making during this critical
moment in our nation’s history. Leaders from National 4-H Council’s Young Alumni Advisory
Committee will also share their perspective on how to increase our relevance to today’s young
people. Participants will be encouraged to show their 4-H pride with apparel and backgrounds
that celebrate the clover.
DAY 2 - WEDNESDAY, OCTOBER 13, 2021

2:00 PM  Welcome –
ECOP Chair Chris Watkins, Cornell University
NEDA Planning Committee Chair Mark Latimore, Fort Valley State University

Setting the Stage –
Introduction by Mark Latimore
Speaker: USDA Official to be determined
USDA’s vision for Extension Post-COVID, new opportunities for working with USDA agencies and federal partners, Extension’s potential role in solutions for the challenges ahead, and what a boundless Cooperative Extension System of the future might include.

2:15-3:15 PM  Best Practices/Lessons Learned in New Organizational and Delivery Responses
Be prepared to share answers to the following in small groups:
1. How have you changed your organizational and delivery structure?
2. What would you do differently, based on lessons learned?
3. What are the best practices you can share?
4. If you were to start from scratch “without boundaries” what would you do, knowing what you know now?
5. What does Extension without borders mean to you?
6. How has remote work impacted your organizational structure?
7. What success stories can you share-building programs that have bridged boundaries?

3:15-3:30 PM  Break

3:30-4:00 PM  Concurrent Small Group Breakouts #2

4:00-4:30 PM  Concurrent Small Group Breakouts #3

4:30-5:15 PM  Large Group Reconvenes for Report-Outs
Facilitators and Recorders to be determined

5:15-5:25 PM  Stretch Break

5:25-5:45 PM  Capstone Address Sponsored
Introduction by a member of the Section
To be determined by National 4-H Council and ECOP 4-H Leadership Committee
Key industry leaders will summarize and validate the themes discussed in break out groups on leading a large organization through crisis/change management.

5:45-6:00 PM  Session Closing Comments -
Mark Latimore
DAY 3 - THURSDAY, OCTOBER 14, 2021

12:30-2:00 PM  Extension Foundation Meeting -
   All NEDA attendees are invited to attend this meeting, both members and non-members. During this meeting, the Extension Foundation will share new and evolving approaches to supporting the Cooperative Extension System.

2:00-2:30 PM  Break

2:30-5:00 PM  Welcome & Recap of Day 2
   Chris Watkins and Mark Latimore

   CES Business Section Meeting
   Chris Watkins, ECOP Chair, Presiding
   ● Greetings from APLU and FANR
      Doug Steele, APLU Vice President, Food, Agriculture, and Natural Resources
   ● 2021 ECOP Year in Review
   ● Overview of ECOP 2022 Approved Budget
   ● Stretch Break
   ● Celebrations and Recognitions
   ● Passing of the ECOP Chair Gavel
   ● Priorities of the Incoming Chair
      Wendy Powers, University of California
      ECOP Chair 2021-2022

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