

—COOPERATIVE— EXTENSION

Extension Committee on Organization and Policy

2018 Report - ECOP Chair Chuck Hibberd, University of Nebraska

Overall Theme: Science-informed decisions and policy

The Cooperative Extension Section (CES) of the Board on Agriculture Assembly is led by Extension Committee on Organization and Policy (ECOP), a 15-member board representing the five Cooperative Extension regions.

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 for 2018

Capacity Funding – Build on advocacy strategies to increase federal capacity funding (Smith-Lever and 1890s Extension) initiated the prior year. 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.
 - Investing EDA Team and National Office resources at APLU, to engage USDA, the Experiment Station Section, the broader Ag Research community (NC-FAR, SoAR, and others) regarding increases to competitive funding vs increases for capacity funding. Worked in partnership with ESCOP Chair to engage agency and organization leaders, emphasizing the both-and of capacity and competitive funding. Supported CES Executive Director Rick Klemme's efforts to build increased recognition, understanding and appreciation for capacity funding; particularly Smith-Lever and 1890s Extension.
- Proactive, flexible and collaborative action on disasters, threats, emerging opportunities, etc.
 - ECOP Program Committee Rapid Response Protocol – Supported Coming Together for Racial Understanding (including requesting ECOP funds for 2019 training program) and initiated inventory of programs related to farm stress and mental health.
 - NTAE Funding for eXtension Technology Pillar (1 of 3) –
 - Calls to Action for Federal Funding – Provided input into FY19 federal budget request for capacity and competitive funding. Supported calls to action as needed.
 - ESS/CES Strategic Alliance – Strengthened collaborations with ESS on the Budget and Advocacy Committee, Committee on Legislation and Policy and the Policy Board; particularly around capacity funding support.
 - Guidance/Talking-points regarding controversial topics (4-H/Shooting Sports and 4-H Inclusivity)
- Opportunities to expand high impact programs such as 4-H youth development or water or health.

Engaged with the 4-H Leadership Committee Relations with FFA.
Provided a forum for 4-H Council to engage CES institution's role in 4-H Grows Campaign

- Provide value for federal partners (as the outreach/engagement arm of the federal government).
 - ECOP increased responsiveness to NIFA's request for guidance, suggestions, plans for action.
 - ECOP Chair Hibberd's communicated on a regular basis with the NIFA Director and Deputy Director via monthly visits to DC and/or teleconference.
 - Met with federal agency heads to increase their understanding of Cooperative Extension and potential of partnering.
 - Supported and participated in the CES/NRCS retreat in August.
 - Strengthened CES Strategic Directions and On-Going Priorities to provide more focus and guidance for ECOP priorities.

Private Resource Mobilization – Establish and implement a model for private funding of national initiatives as a complement to public funding for Extension.

Well-Connected Communities 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 movement since March 7-8, deliberate and sure, with National 4-H Council, eXtension Foundation, and EDA Team. During the report to the Section during the 2018 NEDA meeting, \$20,000 was donated by National 4-H Council Board of Trustee member Dr. Martha Bernadett to contract with Changing Our World, Inc. consultants to conduct research on charitable foundations to benefit system-wide program resource development. That project was initiated in late 2018 with work continuing into 2019.

Collaboration with Federal Entities

Focused 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.

Retreat was with NRCS in August.

Met with NSF – Conversations continued with the Western Region on NSF providing information webinars on relevant NSF programs.

NASS MOU – The Memorandum of Understanding was completed, signed and distributed across the system. The MOU outlines opportunities for collaboration between NASS and CES on survey implementation, sharing of survey findings and accessing NASS resources.

Framed these conversations around emerging opportunities in the following areas:

- Nutrition, health and wellness – Well Connected Communities wave 1 projects initiated. Robert Wood Johnson Foundation expresses concerns that there is not a lead Cooperative Extension Health person.

- Positive youth development – Continued strong collaboration with USDA-NIFA and 4-H Council via the 4-H Leadership Committee. Issues involving use of 4-H emblem emerge, resulting in good conversations with USDA-NIFA.
- Water – North Central Region Water Network continues its collaborative work among its 12 Land-Grant Institutions.
- Food production and food security
- Community development – Continued strong collaborations with the Regional Rural Development Centers with Center staff providing leadership in the Extension Response to Opioids and the Coming Together for Racial Understanding effort.

Priority outcomes for these conversations include collaboration opportunities as well as programmatic and/or capacity funding.

Farm Bill Initiatives – 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. Leveraging the investment in Communications and Marketing/Cornerstone in collaboration with long-standing partner, SNAP-Ed Program Development Team. Although the proposed shift in SNAP-Ed administration to Cooperative Extension did not make the Farm Bill's final language, the Professional Development Team improved resources available to Cooperative Extension Services who are desiring to take a more active role in SNAP-Ed educational programming and models for more equitable sharing of resources in those states with 1862 and 1890 Land-Grants.
- 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

- Seek a streamlined, impactful reporting framework that aligns state and NIFA needs. Big Idea: Plan of Work – on target for NEDA, Rick's engagement at NERAOC. Continued conversation with NIFA Grants and Financial Management staff regarding Time and Effort Reporting. Continued conversations with REEport staff on future software upgrades.
 - Strengthen collaborative relationships with NIFA leadership and NPLs with monthly on-site conversations and seminars (Extension Directors/Administrators invited).

ECOP Chair Hibberd continued to his goal with once-monthly visits to DC and/or teleconferences

- 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.

CES Capital Quest – The August 2018 session provided an opportunity for deliberate face-to-face NPL engagement for most all participating Extension Administrators and Directors. Continued working with NIFA leadership in their encouragement of NPLs with their respective institutions.

Integration With Key Partners

- Considered a reciprocal liaison relationship with the National Urban Extension Leaders (NUEL) to strengthen our engagement with urban Extension.
ECOP Program Subcommittee is connected with NUEL with a liaison from ECOP to NUEL in place. Urban Extension effort session was coordinated by NUEL at the 2018 NEDA conference. Each region has designated a liaison to each region's NUEL regional caucus.
- Invited our 1994 Tribal College Cooperative Extension Service partners to identify a liaison to ECOP.

Brian Kowalkowski, College of Menominee Nation, began attending ECOP Face-to-face meetings (domestic) and was encouraged to participate in Next Generation Extension – Learning for Leaders Conversations. He began with one of the 2018 Big idea conversations on Plan of Work Opportunities.

ONGOING PRIORITIES

- In collaboration with ESCOP, reviewed the value of the ESS-CES-AHS Communications and Marketing (CMC) Project to Cooperative Extension and identified the most appropriate path forward.
In collaboration with ESS in conversation about if global meeting our expectations of social media engagement with decision-makers. Renewal of this investment under review for decision by the end of the calendar year. ECOP decided to not renew the investment, joining with ESCOP and AHS in their similar decisions.
- Collaborated 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.
With the investment in the National Impacts Database, together with ESS, CES 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 there for you to use in your communications efforts.
- Continued 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.
ECOP/ESCOP chairs continued to meet on an on-going basis and made two DC visits where they along with Rick Rhodes (Northeast Regional ESCOP Executive Director) and Rick Klemme had productive conversations with a wide range of existing and potential partners.
- Expanded 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).
Big Idea: Plan of Work Opportunities – on target for NEDA
- Identified ways to support the Innovation Initiative led by eXtension.
See 2019 annual report for follow up.
- Through the eXtension Foundation Board of Directors, assured that eXtension is an active contributor to the advancement of Extension education across the nation.
Cooperative Extension Section represented on the Board with an 1890 Administrator and 4 1862 Directors. Extension Monday Minute contained regular eXtension content to illustrate the value of eXtension to the system.
- Enhanced leadership for and increased 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.

The 4-H Leadership Committee developed and implemented initiatives or efforts designed to strengthen Cooperative Extension and ECOP's operations and value:

Growth Campaign, Name and Emblem Changes, Approach to National 4-H
Conference Center Conversation

- Demonstrated ECOP's value to the members of the Cooperative Extension Section. Numerous mechanisms engaged to demonstrate ECOP's value; The Next Generation Extension – Learning for Leaders (monthly), Awards Program (Annually), ECOP Monday Minute (Weekly), and NEDA (Annually) are examples. Much of the ECOP work occurs behind the scenes via the EDA Team and the National Office
- Strengthened ECOP functions by moving from a reporting model to a deliberative, forward-looking, action-oriented framework. Similarly, reviewed the effectiveness of ECOP's committee structure and consider alternatives.
- Provided 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.
- Implemented national Excellence in Extension and Diversity Awards.
- Partnered with JCEP to strengthen national leadership of Extension's professional associations.