

ECOP is the representative leadership and governing body of Cooperative Extension nationwide.

BUILD PARTNERSHIPS AND ACQUIRE RESOURCES

Federal Resource Development – Advocated for FY 2016 capacity and competitive funding and assisted in the development of a FY 2017 federal budget request for water security.

Producer Education Project – Together with USDA-Farm Service Agency, implemented the Agriculture Act of 2014 (farm bill) Title I requirement for educational programs about new federal farm/ranch programs <http://bit.ly/2014FSA-CES-Ed>.

Private Resource Mobilization – Considering strategies outlined by Changing Our World, Inc., a philanthropy management consulting firm, for national private fundraising to complement federal funding and not compete with university efforts.

ECOP-ESCAP Health Implementation Team – Continued work with five action teams (health literacy, health insurance literacy, chronic disease prevention and management, health public policy education, and positive youth development for health) charged with increasing evidence-based educational programs, connecting with appropriate science, and advising on resource development.



ENHANCE LEADERSHIP AND PROFESSIONAL DEVELOPMENT

National Extension Directors and Administrators (NEDA) – Based the October 2015 meeting in St. Louis themed *Driving Extension's Next Century* on the new *Cooperative Extension Innovation Inventory* www.bit.ly/ExtInnovSummary and included an innovation showcase, a video produced on site <https://youtu.be/LqtZTJ3vdZ8>, and concurrent sessions in innovative leadership models.

Celebrating Excellence – Via leadership by the ECOP Personnel and Program Committees, engaged a process to name Excellence in Extension and Diversity Award winners for 2015.



INCREASE STRATEGIC MARKETING AND COMMUNICATIONS

Reporting Impacts – Launched a National Impacts Database Committee to provide oversight and improvements to www.landgrantimpacts.org which is designed to summarize program outcomes and public value.

Communications and Marketing Committee – Through www.AgIsAmerica.org social and earned media, focused education for decision makers on water security and nutrition.

Partnership with USDA-NIFA – Organized a retreat for Extension and NIFA leaders to increase partnership effectiveness, and provided expert consultation on the plan of work and accomplishments reporting process.

WE ARE EXTENSION

Improving Lives Through Practical, Research-based Information.

Cooperative Extension, Est. 1914

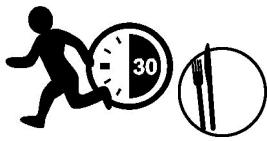
STRENGTHEN ORGANIZATIONAL FUNCTIONING

eXtension Foundation – Launched the NEW eXtension funded through a membership model focused on helping Extension educators use electronic technology to increase measurable local impact especially focused on issues related to climate and food systems.

Extension Disaster Education Network (EDEN) – Provided strategic direction to EDEN, a 20-year-old project focused on disaster preparation, response, recovery and mitigation.

4-H National Leadership – Launched the 4-H National Leadership Committee to address high level program and management issues for youth development programming.

Fostering better nutrition and health



Sustaining agriculture and the nation's food supply



Helping youth build the future



Building economies in communities



Cooperative Extension educators translate science for the public, engage the public to act, prepare people for a better life, provide rapid response in disasters, develop partnerships, and connect people online.

Cooperative Extension is coordinated nationally by the Extension Committee on Organization and Policy, also known as ECOP. Learn how ECOP works for you at www.extension.org/ecop

For news updates go to <http://ecopmondayminute.blogspot.com>

To learn more about the impact of Extension go to www.landgrantimpacts.org/extension



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Interactive version of this document is available at <http://goo.gl/krda9P>

