

COOPERATIVE EXTENSION

EXTENSION COMMITTEE ON ORGANIZATION AND POLICY

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

2016 ANNUAL REPORT

PRIVATE RESOURCE MOBILIZATION

Launched task force to recommend an implementation plan based on the report *Private Resource Mobilization for Cooperative Extension: Pathways to a National Initiative* prepared by Changing Our World, Inc., a philanthropy management consulting firm.

Focused on national private fundraising to complement federal funding and not compete with current university efforts bit.ly/2016ECOPprm.

Obtained planning grant with the Robert Wood Johnson Foundation (RWJF), together with National 4-H Council, to build a partnership with the Extension national system designed to positively change the “culture of health” in the United States bit.ly/CES-ESSHealth2016.

PROFESSIONAL DEVELOPMENT

Provided opportunity, together with the eXtension Foundation, to engage with 4-H alumna and business strategist David Horsager on trust, youtu.be/dHJ45j8GYic, a critical component to organizational success.

Aligned with Experiment Station Section to plan and implement the Joint ESS-CES/NEDA Meeting, September in Moran, WY goo.gl/c9WM74.

INNOVATION

Charged a task force, together with the eXtension Foundation, to provide thought leadership on innovative strategies for learner engagement, environmental factors that support innovation, and employment considerations.

Implemented recommendations outlined in Extension Task Force Innovation Report bit.ly/2016ECOP_Innov_ES.

WHAT IS COOPERATIVE EXTENSION?

Education you can trust to help people, businesses and communities solve problems, develop skills and build a better future.

NATIONAL SYSTEM

Established task force which conducted continuing conversations via surveys, webinar, and online voting with the Cooperative Extension Directors and Administrators to consider ways Cooperative Extension can better engage as a national system.

Linked task force findings with recommendations for private resource mobilization.

Recommended action steps bit.ly/2016ECOPnstf.

URBAN PROGRAMMING

Connected with National Urban Extension Leaders (NUEL) as outlined in *A National Framework for Urban Extension* bit.ly/UrbanExtension.

MORE



FEDERAL RESOURCE DEVELOPMENT

Established an Extension Farm Bill Coordinating Committee to identify new ideas and key issues for the next farm bill, scheduled for 2018.

Continued advocacy for both capacity and competitive federal funding, restoration of funding for eXtension, and aligned with Experiment Station partners for appropriations priorities.

HEALTH PROGRAMMING

Monitored work of the Health Implementation Team focused on health literacy, health insurance literacy, chronic disease prevention and management, health in all policies education, and positive youth development for health. The team is charged with increasing evidence-based educational programs, connecting with appropriate science, and advising about resource development. Transitioning work of teams to the RWJF culture of health partnership.

MARKETING AND COMMUNICATIONS

Continued support of impact reporting through www.agisamerica.org, focusing on water security and health, and www.landgrantimpacts.org.

ORGANIZATIONAL FUNCTIONING

Provided a liaison to the ECOP 4-H Leadership Committee and supported nationwide dialogue about a proposed change in the National 4-H Council Board of Trustees.

Encouraged full participation in a USDA-NIFA capacity funds study designed for use by USDA-NIFA to defend federal funding.

Engaged the eXtension Foundation in ECOP discussions and inclusion in program leadership.

Developed a rapid response protocol with the first effort focused on civil discourse in communities.

Initiated a search for an ECOP executive director following the resignation of Jane Schuchardt who has served since January 2011.

OTHER ECOP PRIORITIES AND RELATED ACCOMPLISHMENTS

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

Interactive version of this document is available at goo.gl/DxIMJq

