

# —COOPERATIVE— EXTENSION

# 2017 ANNUAL REPORT

Cooperative Extension Section (CES)—Directors and Administrators from 76 land-grant institutions with collective dealings with the Board on Agriculture Assembly, Association of Public and Land-grant Universities (APLU), USDA's National Institute for Food and Agriculture (NIFA) and other federal agencies, organizations, and the public. The Extension Committee on Organization and Policy (ECOP) is the representative leadership and governing body of Cooperative Extension nationwide.

## PRIVATE RESOURCE MOBILIZATION

**Established a new partnership with Robert Wood**

**Johnson Foundation** in cooperation with National 4-H Council to improve the health of 1,000 communities over the next 10 years.

([www.ecopmondayminute.blogspot.com/2017/09/018](http://www.ecopmondayminute.blogspot.com/2017/09/018))

**Continually modified framework and strategy based on feedback** for public and private resource development on behalf of the CES.

## CAPACITY FUNDING

**Aligned with Experiment Station Section to formulate the "One Ask"** approach to fiscal funding in 2018

([www.land-grant.org](http://www.land-grant.org))

**Prepared guidance for agriculture authorization and appropriations** that focuses on 4-H Youth Development, National Nutrition Education and the Conservation Title.

## NATIONAL SYSTEM &

## INTERNAL COMMUNICATIONS

**Built stronger networks and connections** with federal agencies and non-governmental organizations.

**Developed and framed a foundation** for the evolution of the CES from a representational to a membership-driven organization. ([bit.ly/CES\\_Agenda](http://bit.ly/CES_Agenda))

**Increased communications** with Directors and Administrators on critical national issues, such as time and effort reporting, capacity funding, NIFA's call to conversations, and prioritizing initiatives.

## WHAT IS COOPERATIVE EXTENSION?

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

## URBAN PROGRAMMING

**Engaged more intentionally with National Urban Extension Leaders (NUEL)** as outlined in *A National Framework for Urban Extension*. ([bit.ly/UrbanExtension](http://bit.ly/UrbanExtension))

**Brought together the leadership** for national extension urban conference and NUEL.

## INNOVATION

**Partnered with eXtension Foundation** to conduct professional development for Extension workforce on innovation and impact collaboratives.

**Developed Rapid Response Protocol** for the CES to respond to critical issues such as civil dialogue.

**MORE** 

# OTHER CES PRIORITIES AND RELATED ACCOMPLISHMENTS

## PROGRAM INITIATIVES

- The Health initiative, a 3-year long investment by the Cooperative Extension Section (CES) in partnership with Experiment Station Section (ESS), has added value to the new partnership with the Robert Wood Johnson Foundation which is maturing rapidly. ([bit.ly/CES\\_Health](http://bit.ly/CES_Health))
- ECOP is working directly with Land-grant University energy specialists and educators to develop a strategic framework of priorities for Cooperative Extension.
- A new water security educational program is being developed for use by Extension professionals.
- ECOP and ESCOP support the National Integrated Pest Management (IPM) Coordinating Committee. The group formed to implement IPM components to the Crop Protection Program following changes in 2014-15.
- ECOP 4-H Leadership Committee is working to increase membership from 6 to 10 youth million by 2025.
- Under the guidance of the ECOP Program Committee, Cooperative Extension workshops will equip participants with sufficient proficiency in civil dialogue processes and race relations practices to train others in their respective states to join or initiate efforts to promote civil dialogue within their state and communities.
- Began preparations to share resources and programs to address the opioid epidemic.

## PARTNERSHIPS

- ECOP Executive Director and Chair regularly meets face-to-face in Washington with agencies and non-governmental organizations to intensify efforts to establish and maintain relationships.
- The strategic alliance with ESS is solid with awareness of the value of Cooperative Extension on the rise within the scientific community.
- eXtension Foundation ([www.extension.org](http://www.extension.org)) continues to evolve as a valuable partner to Cooperative Extension.
- Relationships with state and county non-governmental entities are rekindling.
- The Academic Heads Section/ESS/CES Communication and Marketing Committee in partnership with Cornerstone and kglobal has changed directions this year with results in the process of being measured.

## ORGANIZATIONAL DEVELOPMENT

- The National Impacts Database Committee is working on a major upgrade to the system ([www.landgrantimpacts.org](http://www.landgrantimpacts.org)) with a newer platform and other changes that will yield higher quality impact statements and encourage more complete participation by Directors and Administrators. The ECOP National 4-H Committee has made great strides in developing and managing national 4-H policies.
- ECOP offered an innovative professional development opportunity at the National Extension Directors and Administrators (NEDA) Meeting with a focus on excellence in state and local programming and transforming CES into a member-driven organization.
- Initiated a comprehensive new administrator orientation, including webinars and onsite workshop.
- ECOP will continue to search for the new Executive Director of the Cooperative Extension System in 2018.

Learn how ECOP works for the Cooperative Extension Section at  
[www.extension.org/ecop](http://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](http://www.landgrantimpacts.org/extension)