



Extension Committee on Organization and Policy (ECOP)

ECOP Report to the Cooperative Extension Section July 2016

Michelle Rodgers, Chair

- **Private Resource Mobilization** – An ECOP task force, Scott Reed, Chair, is charged with considering selected 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. The work will include close alignment with the *ECOP National System Task Force*.
- **National System** – An ECOP task force, Chuck Hibberd, Chair, is considering ways Cooperative Extension can better engage as a national system. Two surveys and a webinar have been conducted.
- **Innovation** – ECOP and the eXtension Foundation named an *Innovation Task Force*, Keith Smith, chair, to provide thought leadership on innovative strategies on learner engagement, environmental factors that support innovation, and Extension employment considerations.
- **Federal Resource Development** – The *Extension Farm Bill Coordinating Committee*, James Trapp and Albert Essel, Co-chairs, is guiding a national Cooperative Extension effort to outline new ideas and key issues for consideration in the next farm bill, scheduled for 2018. Efforts related to the FY 2017 federal budget resulted in House and Senate recommendation for flat Smith-Lever 3(b)&(c) and 1890 Extension funding, restoration of New Technologies in Agriculture Education (NTAE) for eXtension, and a \$25 million increase for AFRI, among other actions. Congressional deliberations continue.
- **Health Programming** – The *ECOP-ESCOPE Health Implementation Team*, Rick Klemme and Celvia Stovall, co-chairs, is midway through a three-year assignment related to health and health insurance literacy, chronic disease prevention and management, health and 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.
- **Urban Programming** – ECOP is aligning with the *National Urban Extension Leaders (NUEL)* to call attention to urban programming while maintaining Extension focus education in rural America.
- **Marketing and Communications** – ECOP continues support of impact reporting through www.agisamerica.org, focusing on water security and health, and www.landgrantimpacts.org.
- **Professional Development for Directors and Administrators** – ECOP and the eXtension Foundation is sponsoring a session at the 2016 Cooperative Extension Section meeting on trust as a core business practice www.trustedge.com. Extension meets in conjunction with the Experiment Station Section September 19-22 in Jackson Lake Lodge in Grand Teton National Park.
- **Celebrating Excellence** – Applications are under review for the 2016 National Excellence in Extension and National Extension Diversity awards to be presented as part of the APLU Annual Meeting November 13-15 in Austin, TX.
- **ECOP Leadership and Staffing** – Fred Schlutt, University of Alaska, becomes ECOP chair in November 2016 following Michelle Rodgers, University of Delaware. ECOP is searching for an executive director following the resignation of Jane Schuchardt who has served since January 2011.
- **More Information** -- www.extension.org/ecop and <http://ecopmondayminute.blogspot.com/>

ECOP is the representative leadership and governing body of Cooperative Extension, the nationwide transformational education system operating through land-grant universities in partnership with federal, state, and local governments.