

**ECOP and ASRED Report  
2018 Spring SAAESD Meeting, Tulsa OK  
Rogers Leonard**

**Cooperative Extension Service (CES)/Extension Committee on Policy (ECOP) Section**

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

Executive Committee Leadership and Assignments

Chuck Hibberd, Chair, UNL Extension

Ed Jones, Chair-elect, Virginia Tech

Fred Schlutt, Past-chair, University of Alaska

Richard M. (Rick) Klemme, *Executive Director, Cooperative Extension/ECOP*

Sandra (Sandy) Ruble, *Program Assistant, Cooperative Extension/ECOP*

ECOP Membership - Key Southern Region Contacts

Ed Jones, Executive Committee, Chair-elect, Virginia Tech

Tom Dobbins, Personnel Committee; Private Resource Mobilization Program Oversight Committee, Clemson University

Gary Jackson, Program Committee, Mississippi State Extension Service

Mark Latimore, Executive Committee, Fort Valley State University

Vonda Richardson, Personnel Committee, Florida A&M University

Carolyn Williams, Ex-officio Program Committee, Prairie View A&M Univ.

Doug Steele; ECOP Budget & Legislative Committee; ECOP Representative to BAA Policy Board of Directors Texas A&M AgriLife Ext

Bob Godfrey, Experiment Station Committee on Organization and Policy (ESCOP)

Ron Brown, Southern Region, Executive Director and Administration Team

**Emphasis Areas and Ongoing Priorities – Overall Theme: Science-informed decisions and policy**

ECOP's role is to identify and implement member-driven opportunities designed to enhance resources, relationships and recognition for Cooperative Extension nationally. 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.

## CES/ECOP Emphasis Areas

**Capacity Funding** – Build on advocacy strategies to increase federal capacity funding (Smith-Lever and 1890s Extension) initiated by Fred Schlutt and Bret Hess (2016-17 ECOP and ESCOP Chairs, respectively). 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.
- Proactive, flexible and collaborative action on disasters, threats, emerging opportunities, etc.
- Extension provides a national reach with the opportunity for meaningful local impact.
- Opportunities to expand high impact programs (4-H youth development or water or health).
- Provide value for federal partners (as the outreach arm of the federal government).

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

**Collaboration with Federal Entities** – Focus 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. Frame these conversations around emerging opportunities in the following areas: 1) Nutrition, health and wellness, 2) Positive youth development, 3) Water, 3) Food production and food security, and 4) Community development

**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.

### *EFNEP PROGRAM POLICY CHANGE*

*Old program policy language: “At least 60% of the total Federal appropriation to each university is to be used for paraprofessional personnel and their support.”*

*NEW program policy language: “The majority (51% or more) of the total Federal appropriation to each university is to be used for paraprofessional personnel and their support.”*

*This change will ensure that “most” of EFNEP funds are still directed to paraprofessionals and their support, while also easing the burden that universities are experiencing in meeting the 60/40 requirement as they provide programmatic oversight. Universities have the option to maintain their current*

*EFNEP funding allocation ratio or to increase funding support for professionals and related costs up to 49%, as desired. No new funds are available to EFNEP at this time.*

*Over the past year, concerns have been raised by EFNEP stakeholders about their ability to provide appropriate oversight for paraprofessional staff “due to the 60/40 paraprofessional funding requirement.” As NIFA programmatic leadership reviewed trends in participant reach, professional FTEs, and paraprofessional FTEs, along with universities’ 2017 EFNEP budgets and annual updates, and feedback from the recent call to conversation nutrition education listening sessions, it became apparent that the 60/40 split is becoming increasingly unsustainable for many universities. New technology options were incorporated into program policy in October 2017.*

- 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.
- Strengthen collaborative relationships with NIFA leadership and NPLs with monthly on-site conversations and seminars.
- Explore and provide input on NPL priorities for AFRI-funded Extension projects.
- Work with NIFA leadership to strengthen state liaison roles.

#### **Integration with Key Partners**

- Consider a liaison relationship with the National Urban Extension Leaders (NUEL) to strengthen engagement with urban Extension.
- Invite our 1994 Tribal College Cooperative Extension Service partners to identify a liaison to ECOP.

#### **ONGOING PRIORITIES**

- In collaboration with ESCOP, review the value of the ESS-CES-AHS Communications and Marketing (CMC) Project to Cooperative Extension and identify the most appropriate path forward.
- Collaborate with ESCOP to strengthen the Land-grant message of accomplishment and impact. Enhance our visibility by strengthening participation in [www.landgrantimpacts.org](http://www.landgrantimpacts.org). And, work with NIFA to make the database more useful to our federal partner.
- Continue 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.
- Expand 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).

- Identify ways to support the Innovation Initiative led by eXtension.
- Through the eXtension Foundation Board of Directors, assure that eXtension is an active contributor to the advancement of Extension education across the nation.
- Enhance leadership for and increase 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.

#### **Specific initiatives or efforts to strengthen CES and ECOP:**

- Demonstrate ECOP's value to the members of the CES.
- Strengthen ECOP functions by moving from a reporting model to a deliberative, forward- looking, action-oriented framework.
- Review the effectiveness of ECOP's committee structure and consider alternatives.
- Provide 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. **Zoom Meetings - Next Generation Extension - Learning for Leaders** (first Friday of the month). Sessions will be recorded and archived.
- Implement national Excellence in Extension as well as Diversity Awards.
- Partner with JCEP to strengthen national leadership of Extension's professional associations.
- On-board a new Executive Director for the Cooperative Extension System.

#### Additional Points of Discussion

- Bob Godfrey at the ESCOP meeting held on March 5, 2018 at the CARET/AHS meeting in Washington DC. ESCOP supports the “One Ask” relevant to NIFA capacity program funding for the FY 19 budget.
- Supported consolidation of lines in NIFA budget was discussed with a general agreement with the concept as long as it doesn't cost any funding to any lines that currently exist.
- Questions on the value of kGlobal / AgisAmerica. Is kglobal meeting our expectations of social media engagement with decision-makers? Understand what kglobal is doing to address concerns on the Return on Investment. Committee was formed that will dig deeper into effectiveness. \$110K/yr investment for ECOP, a 3-way partnership.
- CES - Monday Minute - This news blog is meant to provide clear, consistent communications to the Board on Agriculture Assembly Cooperative Extension Section (CES). Weekly updates appeal to the work of Cooperative Extension Directors and Administrators in the USA with a focus on the CES Strategic Agenda. - CES / ESCOP Calendar
- 2019 Joint ESS/CES-NEDA planning will be started soon.

## **Association of Southern Region Extension Directors (ASRED)**

### **Selected Committees and Assignments**

#### 2017-18 Executive

Chair - Lemme, Gary [AL]

Chair Elect - Steele, Doug [TX]

Secretary - Brown, Paul [AL]

Past Chair - Jackson, Gary [MS]

Executive Director - Brown, Ron [ex-officio]

#### ECOP

Jackson, Gary [MS] (21) (Program); Dobbins, Tom [SC] (19) (Personnel); Jones, Ed [VA] (20) (Executive)

#### ECOP Budget and Legislative Committee

Burns, Robert [TN] (20) Place, Nick [FL] (19); Steele, Douglas L. [TX] (18)

#### Southern Region Aquaculture Center Board of Directors Committee

Cartwright, Rick [AR] (20); Lemme, Gary [AL] (19); Martin, Steve [MS] (18)

#### Southern Region Experiment Station Directors Liaison

Leonard, Rogers [LA] (19)

#### Southern Region SARE Administrative Council

Bonanno, Rich [NC] (20)

#### Southern Regional Forestry Committee

Bonanno, Rich [NC] (21); Johnson, Laura [GA] (19); Place, Nick [FL] (19)

#### Southern Rural Development Center Board of Directors

Gary Jackson Director [MS] (Indef.); Jones, Ed [VA] (18); Bonanno, Rich [NC] (20)

#### SERA Review Team

Place, Nick [FL]; Steele, Doug [TX]

### **ASRED Notes and Information Updates**

#### **Spring 2017 ASRED Meeting, New Orleans, LA**

Spring, odd-numbered years - meet jointly with SAAESD

#### **Fall 2017 ASRED Meeting (Aug 21 – 25, 2017), Fort Worth, TX**

Fall meeting includes Association of Extension Administrators (AEA) and Program Leaders Network (PLN)

- SR-PLN Teams - 4-H, ANR, Communications, Information Technology, Community & Rural Development (CRD), Family and Consumer Science (FCS), Middle Managers, and Program and Staff Development

#### SERA Review Committee

- Recommendations are to renew SERA -- 3, 6, and 27. SERA -- 37 (Hispanics in the new South) has been struggling with leadership, thus the recommendation is not to renew. There may be an option to connect Hispanic efforts in SE region with a similar SERA efforts in the NC region.
- SERA – 43 proposed regional water coordinator position. Spring 2017 - Mark McCann, GA, and Tom Obreza will work with Experiment Station directors to discuss possible next steps. Fall 2017 - Directors discussed need for this proposal and alternatives, but no action was taken. SERA – 43 will be asked to refine concept and report back to ASRED, AEA, and SAAESD.
- SERA-47 (Local and Regional Food Systems) performing very well. ASRED supports production of SE region publications on topical areas of mutual interest for SERA-47.

#### Additional Topics of Discussion

- ECOP Updates (See previous ECOP Report).
- The SE region strongly advocates developing a national 4-H branding initiative.
- National Multistate Impact Reporting project (Sara Delheimer - Colorado State). Funded via NRSP-1; Efforts are very much aligned with the CMC's efforts.
- A definition of scholarship that fits various Extension assignments
- Time and Effort Reporting – OMB Standards - Current Chair (Gary Jackson) will interface with NIFA on time and effort protocols, so SE region states know expectations and how to prepare for audits. He will also check with the MSU Experiment Station Director so that input to NIFA can be consistent.
- Integrating POW and REEport functions – Annual reports and future plans
- SRDC Report
- NIFA's Positive Youth Development: Development of a shared vision for positive youth development to ensure access, equity, & opportunity for youth in America.
- ECOP Executive Director Search: Rick Klemme serving in interim role.
- ECOP Private Resource Mobilization Task Force
- Civil Dialogue Initiative - Leadership is being provided by the SRDC.
- National Impacts Database - This was established to provide NIFA with impacts related to capacity funding. The National Impacts Database does not link to NIFA reporting systems.
- ECOP's Strategic Agenda (Directions) – Discussion/ECOP Survey by Ron Brown
- Extension Disaster Education Network (EDEN) – The host state for EDEN will be up for bid in the next year. Currently, Purdue University is the host site. The RFP will be announced in the fall of 2017.
- Status of Relationships with Other Ag Agencies (OAA) – OAA's creating positions that are specialist in nature with significant outreach expectations –

Concerns that OAA's using technical service providers who may not be using the most current land-grant research w/out collaboration.

- Update on Soil Health/NRCS/Soil Health Initiative. Each state should develop a strong relationship with their NRCS State Conservationist. Use this time to establish strong educational collaborations. SERA – 6 (Methodology, Interpretation, and Implementation of Soil, Plant, Byproduct, and Water Analyses) will continue to monitor and report on the situation. Leonard Jordan - Acting NRCS Chief.
- Extension Forestry Funding – Approved FY2018 budget (cost-share amount is \$222,258, including a 3% increase over FY2017). With \$40,000 from the USDA Forest Service, the total FY2018 budget is \$262,258. Asked for a progress report and program review at the next meeting.
- **Spring 2018 ASRED Meeting – Monday Apr 16-18, Gulf Shores, AL**