

ECOP Liaison Report to ESCOP July 2011

Federal Partnerships

- USDA Rural Development – Working in partnership with the Southern Regional Rural Development Center, requested \$1 million funding for the Stronger Economies Together (SET) Initiative.
- DoE Energy Efficiency and Renewable Energy and USDA-NIFA – Working in partnership with the State Energy Advisory Board (STEAB), launched the State Energy Extension Partnership (SEEP) Working Group, completed a concept paper focusing on energy literacy, and presented a funding request of \$2 million with an additional \$5 million requested for year two and \$20 million for year three.
- Department of Commerce – Encouraged partnerships with the Regional Climate Services Directors.
- USDA Research, Education and Economics (REE) – Coordinated Cooperative Extension response to the REE Action plan and participated in the June 2011 Fly-In. Engaged in preliminary meetings related to partnerships with USDA Forest Service, Natural Resources and Conservation Service (NRCS), and programs to address priority issues of Native American populations.
- USDA Food and Nutrition Service (FNS) – Positioned Cooperative Extension for continued funding for Supplemental Nutrition Assistance Program Education (SNAP-ED) and submitted written comments to FNS in anticipation of new Federal regulations.

Other Partnerships

- Finalized proposal to the National Association of Counties (NACo) to transition the Tabor Fellowship to an Extension Liaison and met with NACo and NIFA to begin discussions.
- Aligned Cooperative Extension with the Feed the Future Research e-consultation and forum.
- Encouraged Cooperative Extension's active involvement in the 2012 Smithsonian Folklife Festival.
- Represented Cooperative Extension on the ESCOP National Research Support Projects Review Committee to assure potential project coordination.

Cooperative Extension and ECOP Priorities

- Released the 2011-2014 eXtension Strategic Roadmap <http://create.extension.org/StrategicPlans> which outlines action plans related to user focus, partnerships and funding, content development, shared vision, transparency and accountability, and professional development.
- eXtension Foundation selected to participate in the Google for Nonprofits program, which gives eXtension access to exclusive products and resources to help expand impact. eXtension will have access to free or discounted versions of Google Apps for state Extension organizations. Through the Google grants program, eXtension will receive Adwords advertising and appear as an advertiser on Google search results pages. The initial Communities of Practice involved in the Google grants program will be DAIReXNET, Families, Food, and Fitness, and Just In Time Parenting. eXtension also will have premium branding and increased uploads on YouTube.
- Reviewed and assisted in soliciting 48 institutional letters of support for the New Technologies for Agricultural Extension (NTAE) proposal by eXtension.
- Outlined an educational strategy for training of multi-functional, multi-disciplinary, and multi-state teams to develop exemplary Cooperative Extension sections in proposals for funding.
- Engaged eXtension in preliminary discussions about coordinating efforts for developing agency partnerships.
- ECOP continues its social media effort to show impacts through Facebook at www.facebook.com/CooperativeExtension, now with 4,000 friends and increasing activity, and through Twitter at www.twitter.com/CESvalue.

- Worked with the ECOP Budget and Legislative Committee through monthly conference calls to address federal capacity funding.
- Provided support to the ECOP Section 406 Task Force and developed the written report that includes the Task Force's recommendations to ECOP and the Joint Committees on Organization and Policy.
- The ECOP Program Subcommittee, chaired by Mary Jane Willis, Rutgers University, is engaged in updating the Strategic Opportunities document. The 2008 instrument is under revision and then will be distributed to Cooperative Extension Directors/Administrators, Experiment Station Directors/Administrators, Academic Deans, members of the Board of Human Sciences, members of the Leadership Advisory Committee, select NIFA Staff, select CARET representatives, and other appropriate stakeholders. The report is expected to be completed in 2011.
- Coordinated with the ECOP Personnel Committee to solicit and organize 33 Excellence in Extension award applications for review.
- Supported the Marketing and Communications Implementation Team with more than 30 institutions actively participating in this effort.
- Supported the Measuring Excellence in Extension Implementation Team in the revision of the database format and encouraged the use of the tools now available.
- Arranged for Cooperative Extension Directors and Administrators to meet with the U.S. Office of Management and Budget, and followed up with timely data showing return on investment of programs supported by federal capacity funding.