



## Extension Committee on Organization and Policy (ECOP)

ECOP Report to ESCOP, Bev Durgan, Liaison, 2.11.15

### **ECOP Core Theme -- Build Partnerships and Acquire Resources**

- *Federal Resource Development* – Positioning to advocate for FY 2016 capacity and competitive funding; together with USDA-Farm Service Agency, implementing Agriculture Act of 2014 (farm bill) Title I funding for educational programs about new federal farm/ranch programs, and assisting in the development of FY 2017 federal budget requests for water security.
- *Partnership Focus* -- Continued relationship-building with the USDA-REE and USDA-NIFA. Continued work of the NACo-Cooperative Extension National Leadership Team.
- *ECOP-ESCOP Strategic Alliance* – Engaged in joint meetings with Cornerstone Government Affairs, kglobal, USDA-REE and NIFA, and USDA Climate Hubs Lead to strengthen partnerships and enhance visibility for research and Extension education. A seminar is planned for USDA-NIFA program staff.
- *Health and Well-being Emphasis* – Aligned with the BAA-BoHS *Healthy Food Systems, Healthy People Steering Committee* to develop a focus group on Societies, Families and Individuals.

### **ECOP Core Theme -- Increase Strategic Marketing and Communications**

- *Strategic Opportunities and Measuring Excellence* – Transitioned the measuring excellence component to [www.landgrantimpacts.org](http://www.landgrantimpacts.org) and developed a National Impacts Database Committee with the with the Experiment Station Section to include reports of program outcomes and public value.
- *AES-CES-AHS Communications and Marketing Committee (CMC)* – Together with ESCOP, welcomed representation and funding from the BAA Administrative Heads Section (AHS) and established an emphasis on the FY 2017 water security request for funding.
- *Extension Centennial Social Media Focus* – Named an ECOP Social Media Associate to continue online visibility for Cooperative Extension established during the 2014 centennial year.
- *National Coalition for Food and Agricultural Research (NC-FAR)* – Engaged in a dialogue with membership on expectations of Cooperative Extension about agriculture education for producers.

### **ECOP Core Theme -- Enhance Leadership and Professional Development**

- *National Extension Directors and Administrators (NEDA)* – The meeting will be October 12-14, 2015 themed *Innovation: Driving Extension's Next Century* based on ECOP's Innovation Inventory.
- *Celebrating Excellence* – Via leadership by the ECOP Personal and Program Committees, engaging a process to name four regional Excellence in Extension and Diversity Award winners for 2015.

### **ECOP Core Theme -- Strengthen Organizational Functioning**

- *eXtension* – Launched the NEW eXtension <http://bit.ly/InnovStratFrame> focused on a membership model driving innovation to universities to better reach clientele for educational programming.
- *ECOP Archive Project* – Archived 100 years of paper and electronic information related to Cooperative Extension's and ECOP's history <http://bit.ly/CESArchives>.
- *4-H National Leadership* – Launched the ECOP 4-H National Leadership Committee to address high level program and management issues for youth development programming.

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.