

— COOPERATIVE — EXTENSION

Extending Knowledge, Changing Lives

Extension Committee on Organization and Policy (ECOP)

ECOP Report to ESCOP, 2.26.16

Michelle Rodgers, Chair

ECOP Core Theme -- Build Partnerships and Acquire Resources

- *Private Resource Mobilization* – Considering 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. Further analysis is underway.
- *Federal Resource Development* – For FY 2017 federal budget advocacy, support the both/and of capacity and competitive funding with an emphasis on water security, and restoring funding at the FY 2016 level for New Technologies in Agriculture Education (NTAE) for eXtension.
- *National System Task Force* – Launching effort to determine how Cooperative Extension can better engage as a national system.
- *ECOP-ESCOP Health Implementation Team* – Continuing work with five action teams (health literacy, health insurance literacy, chronic disease prevention and management, health public policy education, and positive youth development for health) charged with increasing evidence-based educational programs, connecting with appropriate science, and advising on resource development.

ECOP Core Theme -- Increase Strategic Marketing and Communications

- *Strategic Opportunities and Measuring Excellence* – Together with ESCOP, encouraging submission to and use of www.landgrantimpacts.org designed as a one-stop point for program impacts.
- *AES-CES-AHS Communications and Marketing Committee (CMC)* – Together with ESCOP and the BAA Administrative Heads Section (AHS), supporting emphasis areas of water security and health.

ECOP Core Theme -- Enhance Leadership and Professional Development

- *National Extension Directors and Administrators (NEDA)* – The meeting, October 12-14, 2015 in St. Louis, was based on the new *Cooperative Extension Innovation Inventory* and included an innovation showcase, an innovation video produced on-site <https://youtu.be/LqtZTJ3vdZ8>, and concurrent work on innovative leadership models. The 2016 meeting will be in conjunction with the Experiment Station Section September 19-22 in Jackson Lake Lodge in Grand Teton National Park.
- *Celebrating Excellence* – Launched a call for applications www.aplu.org/CESawards due 5.1.16.
- *ECOP-ESCOP Strategic Alliance* – Chairs met in DC in January 2016 and will continue joint work.

ECOP Core Theme -- Strengthen Organizational Functioning

- *eXtension Foundation Board of Directors* – Named a new CEO, changed funding model from assessments to membership, focusing on key issues of health and climate, and, while retaining public-facing communities of high visibility, will focus primary effort on innovative electronic strategies and professional development for state and local Extension excellence.
- *Extension Disaster Education Network (EDEN)* – Advised EDEN leadership on strategic direction for disaster preparation, response, recovery, and mitigation. EDEN has been in existence 20 years.

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.

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