



## Extension Committee on Organization and Policy (ECOP)

### ECOP Report to ESCOP

Beverly Durgan, Liaison; Delbert Foster, ECOP Chair, 7.21.15

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

- *Private Resource Mobilization* – Retained Changing Our World, Inc., a philanthropy management consulting firm, to develop a strategy for national private fundraising complementary to federal funding and not in competition with existing university-based efforts.
- *Federal Resource Development* – Monitoring FY 2016 capacity and competitive funding appropriations, emphasizing water security for the FY 2017 federal budget request, and using outcomes from the producer education project with USDA-Farm Service Agency, funded through the Agriculture Act of 2014 (farm bill) Title I, to position for additional resources.
- *Partnership Focus* – Following a CES-NIFA Retreat in late 2014, outlined actions related to clarifying expectations of the partnership, enhancing communication, aligning CES and NIFA impact reporting requirements, and developing a process to discuss joint priorities and national initiatives.
- *ECOP-ESCOP Health Implementation Team* – Established five action teams on health literacy, health insurance literacy, chronic disease prevention and management, health public policy education, and positive youth development for health charged with bringing educational programming to scale, outlining evaluation strategies, connecting with appropriate science, and advising on resource development. This aligns with the BAA-BoHS *Healthy Food Systems, Healthy People Steering Committee* to establish a federal funding request.

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

- *Strategic Opportunities and Measuring Excellence* – Together with ESCOP, publically launched the new website [www.landgrantimpacts.org](http://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), established an emphasis on water security.
- *Extension Centennial Social Media Focus* – Named an ECOP Social Media Associate to continue visibility for Cooperative Extension established during the 2014 centennial year.

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

- *National Extension Directors and Administrators (NEDA)* – The meeting, October 12-14, 2015 in Indianapolis, is based on an Extension Innovation Inventory currently in process of development.
- *Celebrating Excellence* – Naming Excellence in Extension and Diversity Award winners for 2015.

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

- *eXtension* – The new membership-based eXtension Foundation has named a new CEO and will focus on innovative electronic strategies for state and local Extension implementation.
- *4-H National Leadership Committee* – This new priority is designed to address high level program and management issues for youth development programming.

More Information: [www.extension.org/ecop](http://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.