

# —COOPERATIVE— EXTENSION

*Extending Knowledge, Changing Lives*

## **Extension Committee on Organization and Policy (ECOP)**

### **ECOP Report to ESCOP**

**Beverly Durgan, Liaison; Delbert Foster, ECOP Chair, 9.16.15**

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

- *Private Resource Mobilization* – Changing Our World, Inc., a philanthropy management consulting firm, will present strategies for national private fundraising at the October 2015 ECOP meeting in St. Louis. Next steps, if adopted, will complement federal funding and not compete with university efforts.
- *Federal Resource Development* – For FY 2017 federal budget advocacy, support water security and for FY 2018, healthy food systems and healthy people. Sponsoring an ECOP webinar October 5, 2015 on *Understanding the Federal Budget Process* to encourage alignment on federal budget messaging.
- *National System Task Force* – Launching effort to create a national brand for Cooperative Extension. The intention is to build on opportunities similar to the producer education project with USDA-Farm Service Agency, funded through the Agriculture Act of 2014 (farm bill) Title I (see additional report).
- *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](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), supporting an emphasis on water security. Engaging with kglobal on *Twitter Town Halls* beginning with a session at NEDA 2015 in St. Louis.

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

- *National Extension Directors and Administrators (NEDA)* – The meeting, October 12-14, 2015 in St. Louis, is based on the new *Cooperative Extension Innovation Inventory* and will include an innovation showcase, an innovation video produced on-site, and concurrent work on innovative leadership models.
- *Celebrating Excellence* – Named Excellence in Extension and Diversity Award winners for 2015.
- *ECOP-ESCOP Strategic Alliance* – New chairs will continue national leadership together for 2016.

#### 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](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.