

ECOP Strategic Planning Committee Report  
Submitted to NEED by Nancy H. Bull  
June 26, 2001

SPC last met May 8-10, 2001 in Ft. Lauderdale, Florida. May 8 was the joint PLC-PODC-SPC workshop on Information Technology. ESCOP-PC was also invited to join us for the workshop. The program consisted of speakers David A. King, Executive Director, Indiana Higher Education Telecommunications System; Joseph N. Pelton, George Washington University, Executive Director, Arthur C. Clarke Institute, and Scott V. Fedale, Washington State University. Issue identified as relevant to Cooperative Extension included technology has changed how and when customers access information; Extension must adopt or we will be out of the educational process; technology is changing at a very rapid rate and keeping up with the changes will take a considerable investment of capital. A working document on the relevance to the system will be available soon.

The meeting on May 9 was a joint session with ESCOP-PC. Even though we have different missions with the ECOP one being long range planning and the ESCOP one being budget-focused initiatives we are developing an excellent collaborative working agreement. The majority of our time was spent on the implementation plan for recommendations on Strategies for Enhanced Engagement Report. This report may be found at <http://www.escop.msstate.edu/committee/engage.pdf>

The ECOP 21<sup>st</sup> Century project was presented with discussion on the mission, core values and core purposes as well as on novel relationships. Ideas gathered have been forwarded to the appropriate subcommittees.

The ECOP committee structure and ways to explore new ideas on structure was presented. This is a separate effort from the ECOP 21<sup>st</sup> Century project and looks at the values, mission and goals for ECOP. PLC has suggested that we combine PLC and SPC and that the joint committees to meet are PLC and PODC. The mission of SPC is to frame ideas and to pass the thinking on to the system. We should frame our conversations for directors to use as relevant in their states.

The National initiatives were discussed. Financial Security is moving forward. The Child Care initiative continues. The name needs to be clarified beyond Extension Cares, perhaps add "for the Nation's Youth". Animal Waste will continue. Healthy People and Healthy Communities will continue. Food Safety will be graduated and a new initiative brought forward. Workforce Prep is being re-focused

Base teams met in Kansas City. Community Resource and Economic Development is planning a national conference in 2002. 4-H Youth Development is working on a strategic plan. Agriculture is marketing its programs of excellence and would like a stronger link with the national initiatives. Nutrition Diet and Health is focused on integrating research and extension. Family Development is reviewing publications. Natural Resources and Environmental Management reported the number of IFAS grants was down. Leadership and Volunteer Development is working on programs of excellence.

The next meeting for SPC will be in Omaha Nebraska October 3-5, 2001.