

# COOPERATIVE EXTENSION

## EXTENSION COMMITTEE ON ORGANIZATION AND POLICY (ECOP)

### 2013 CORE THEMES AND RELATED GOALS

Daryl D. Buchholz, Chair

#### **Core Theme: Build Partnerships and Acquire Resources**

- Maintain and enhance relationships with USDA-REE, USDA-NIFA (especially the Science Leadership Council), and APLU.
- Appoint a multi-disciplinary task force to identify opportunities related to nutrition, health, and health care reform.
- Continue engagement with the State Energy Extension Partnership Working Group functioning through USDA and the U.S. Department of Energy.
- Engage USDA-NIFA in identifying opportunities aligning with Cooperative Extension Strategic Opportunities.

#### **Core Theme: Increase Strategic Marketing and Communications**

- Expand use of the brand value tools at all levels of the Cooperative Extension System.
- Encourage excellence related to the AES-CES Communications and Marketing Project to assure decision-makers value and support agricultural research and transformational education offered by Cooperative Extension.
- Launch a task force to develop a comprehensive strategy for promotion of Cooperative Extension based on the 100-year anniversary of the Smith-Lever Act.
- Create stronger visibility of Cooperative Extension by participation in the USDA Ag Outlook Forum, National C-FAR events on Capitol Hill, NACo conferences, and other opportunities.

#### **Core Theme: Enhance Leadership and Professional Development**

- Engage with eXtension, the Joint Council of Extension Professionals (JCEP), Regional Rural Development Centers, and other groups to provide skill development for Cooperative Extension professionals about brand value, outcomes and impacts, federal funding priorities, team building, problem solving, group facilitation, and other characteristics identified by the 21<sup>st</sup> Century Extension Professional Project.
- Encourage maximum participation in Leadership for the 21<sup>st</sup> Century (LEAD-21) and the Food Systems Leadership Institute (FSLI).
- Use Cooperative Extension Strategic Opportunities to identify program priorities and communicate national and regional outcomes and impacts.
- Provide faculty development in pursuit of competitive grants aligned with national priorities.

#### **Core Theme: Strengthen Organizational Functioning**

- Reach a decision related to the 4-H national leadership structure.
- Coordinate actions of ECOP and the Executive Director and Administrator Team in order to achieve goals related to core themes.
- Assure strong alignment of the Cooperative Extension mission with the APLU Board on Agricultural Assembly structure and related advocacy initiatives.
- Provide guidance to the eXtension Governing Committee for advancing the eXtension initiative.

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.

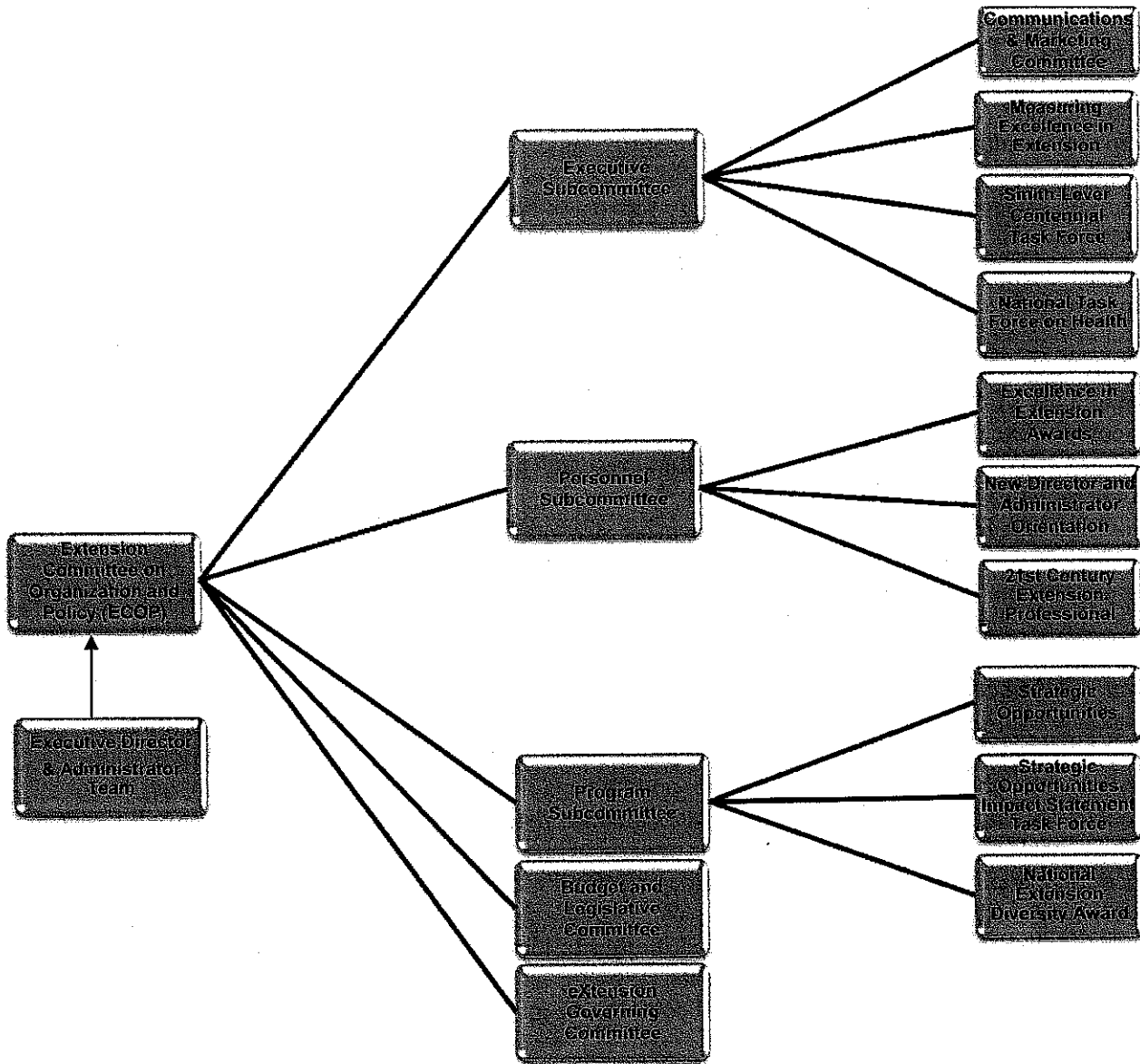
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## EXTENSION COMMITTEE ON ORGANIZATION & POLICY (ECOP)

### 2013 Organizational Structure

As of 10.25.12



#### Liaisons to ECOP

Board on Human Sciences • Council for Agricultural Research, Extension and Teaching • Experiment Station Committee on Organization and Policy • National 4-H Council

#### ECOP Liaisons to Other Organizations

Experiment Station Committee on Organization and Policy • Extension Disaster Education Network • Joint Council of Extension Professionals • Board on Agriculture Assembly Joint Committees, including: the Policy Board of Directors, the Committee on Legislation and Policy and the Budget and Advocacy Committee • LEAD 21 (Leadership for the 21<sup>st</sup> Century)

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