



Issues • Innovation • Impact

A Part of the Cooperative Extension System

extension.org

For Cooperative Extension Professionals and the Public They Serve

WHO WE ARE

eXtension Foundation is a national platform created by the Cooperative Extension System in 2005 to improve efficiency and provide a system-wide mechanism to help Extension stay abreast of rapidly developing digital technologies. In 2013, eXtension Foundation, a 501(c)3 nonprofit, moved from an assessment-funded to a membership-based model. Members are currently 59 of the seventy-six 1862 and 1890 Cooperative Extension Services at land-grant institutions throughout the U.S. It is governed by a Board of Directors representing the five Cooperative Extension Regions (Western, North Central, Northeast, Southern and 1890 Institutions).

WHAT WE DO

eXtension provides all Extension professionals—educators, agents, faculty and specialists—at both member and nonmember institutions with resources that focus on:

- Increasing Extension professionals' effectiveness in addressing issues of importance to the nation
- Fostering creativity and innovation in developing solutions and methods of work
- Advancing the visible and measurable impact of their work for the public good

HOW WE DO IT

At the direction of our Board of Directors, we concentrate on these imperatives:

- Providing Extension professionals with professional development
- Improving tools for Communities of Practice and local community use
- Identifying and cultivating Extension generated innovations to increase local and national impact

WHO WE SERVE

eXtension's priority audience is the vast network of more than 15,000 Cooperative Extension Service Professionals located throughout the U.S. These professionals are connected to their communities, rural and urban, through a variety of arrangements. All are connected to State Cooperative Extension offices at land-grant universities and may work directly under their management, while others work through county offices. All are equally included in the community and culture represented by the activities, knowledge exchange and professional growth opportunities offered by eXtension.

WHY IT MATTERS

Cooperative Extension professionals are the nation's "boots on the ground" for addressing pressing and emerging issues at the local level. Thus, they are positioned to identify and to partner with government agencies, non-government agencies, charitable foundations and private-sector organizations in creating and implementing innovative problem-solving strategies and technologies. eXtension provides all of these entities and the public access to the knowledge and expertise vital to developing awareness, behaviors and application of resources to improve the economic and social environments of communities nationwide.

TO FIND OUT MORE, CONTACT:

Christine Geith, CEO eXtension Foundation

christinegeith@extension.org

517-381-0392

Terry Meisenbach

tmeisenbach@extension.org

760-641-9354

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EXTENSION
Extending Knowledge, Changing Lives

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ASK AN EXPERT / 68 COMMUNITIES OF PRACTICE / ONLINE COURSES / WEBINARS
 LEARNING EVENTS / RESEARCH-BASED ARTICLES
 ONE SEARCH = 100s OF EXTENSION SITES / i-THREE INITIATIVES / ISSUE CORPS
 INNOVATION TEAMS / INNOVATION LABS / TECHNOLOGY TOOLS AND SUPPORT

eXtension connects Cooperative Extension Professionals professionals with science-based land-grant knowledge, emerging technologies and one another to increase the visible and measurable impact of their work. Its purpose and goal is to support their creativity and heighten their effectiveness in addressing issues of importance to the nation.

TECHNOLOGIES

ENGAGEMENT—Oregon State and Ohio State Extension Innovation Teams implemented statewide adoptions of eXtension’s “Ask an Expert,” garnering great public recognition, and Oregon is now focusing on a similar use of Twitter for Oregon State Extension.

VISIBILITY—inspired by what they learned at the National eXtension Conference 2014, University of Delaware Extension set out to bring the work of its agents, educators, and specialists to greater public light, exploring, then deploying social media training system-wide to share success stories and empower faculty and staff to tell their own stories to their followers and new audiences.

COLLABORATION

INDIVIDUAL SUPPORT—when a new extension specialist in Montana found he was the only person working on animal waste issues in his state, he searched eXtension for colleagues working on those issues in neighboring states. They connected and became their own community, collaborating and developing new ideas using eXtension platform tools. His experience echoes that of many: “I am a better faculty member, a better specialist, and a better Extension worker as a result of eXtension.”

COMMUNITIES OF PRACTICE—nationwide faculty and specialists at land-grant universities use eXtension’s tools and services to publish and develop learning engagements for citizens throughout the country on topics that range from Horses to Healthy Food Choices in Schools to Military Families and 65 more.

PROFESSIONAL DEVELOPMENT

LEARNING OPPORTUNITIES—for example, the new Impact Statement Reporting course developed by Extension communications professionals for communications professionals and offered by eXtension to all Member Institution professionals

without charge. Says Becky Koch, North Dakota State agriculture communications director, “what a great job on the impact reporting course. This is exactly what our staff have been needing. It’s short, sweet and to the point but really gets across what the program development is and how to use it.” Other Member Institutions like Michigan State and University of Delaware are recommending this important course for all their professionals.

CATALOG—coming soon, a comprehensive eXtension Catalog of courses, both for Extension professionals and public learners, that allows Extension professionals from Member Institutions to list their educational offerings and presents prospective learners with a gateway to learning opportunities throughout the Cooperative Extension System.

INNOVATION

eXtension AWARDEES—in a first step toward intensifying its impact in advancing innovation, eXtension in early 2015 named three eXtension Fellows to explore the implications of the Maker Movement, Citizen Science and the Internet of Things for Cooperative Extension. It also selected nine Innovation Projects to test applications of such leading-edge thinking and technology as Adaptive Learning, Augmented Reality, GeoDesign and Oculus Rift for Extension use.

i-THREE INITIATIVES—co-created in fall 2015 with the help of more than 70 Extension professionals, eXtension’s newest initiative focuses more deliberately on what became known as i-Three: Issues, Innovation, Impact. The i-Three Initiatives – i-Three Issue Corps, Innovation Labs, and Innovation Teams – bring together Extension leaders and professionals, eXtension staff and inside and outside mentors/informants in various configurations to create environments where Extension professionals are supported to innovate new tools and new methods for doing Extension work.



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Impact Statement Reporting Course

Your work as an Extension professional adds value to your community, the economy, the environment and more. By effectively reporting your individual impact, you share your methods and successes with colleagues and the public and boost your organization's reputation and sustainability.

Course Description:

The online Impact Statement Reporting course presents the best practices of educators nationwide who have been training professionals on impact report writing for decades. It was developed by the Office of Professional and Continuing Education at Oregon State University from content provided by the following team:

- Frankie Gould (Louisiana State University)
- Pamela Kan-Rice (University of California Agriculture & Natural Resources)
- Dave King (Oregon State University)
- Joanne Littlefield (Colorado State University)
- Terry Meisenbach (eXtension)
- Faith Peppers (University of Georgia)
- Janet Rodekohr (University of Georgia)
- Suzanne Steel (Ohio State University)

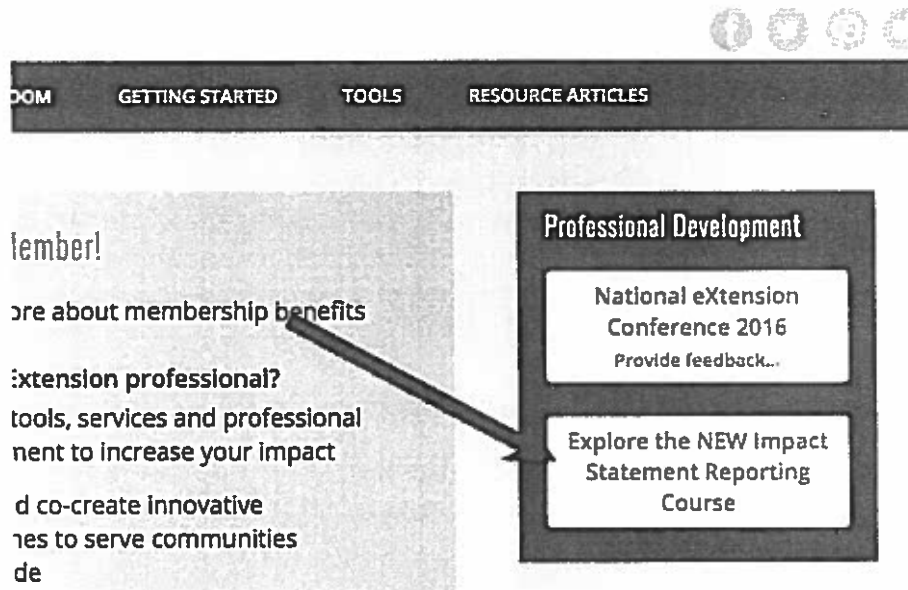
You will learn:

- What impact statements are
- How to write them
- Where to market them
- How they can help your organization

eXtension's online format ensures consistency across trainings, allows widespread accessibility and is easy to use for people with busy schedules. The course provides a wealth of examples, resources, readings and assessments to help you become an impact statement expert.

Course Access:

eXtension makes this course available as a Free Benefit for employees of eXtension member institutions. Accessing the course requires a user account on Campus, eXtension's online course system, as well as the entry of an "enrollment key"—a course admission password. You will obtain the enrollment key by first enrolling in an "enrollment info" course. Go to www.extension.org and look on the right side of the page (see below) ...click there and you'll be taken to more information and enrollment links.



When you access this course as an employee of an eXtension member institution, the enrollment key will be displayed on the screen for you. A link on that page will then direct you to the actual course. When creating your account, please understand that your eXtension ID and password do not work at this site, so you will need to create a new login ID following the procedures shown.

Those who are employed by institutions that are not members of eXtension will not use an enrollment key, but can gain access to the course by paying an \$80 enrollment fee.

If you have any problems getting your account created or accessing the course, you are welcome to contact the eXtension Campus help desk directly at campushelp@extension.org.