

The NEW eXtension GOVERNING BOARD

Cooperative Extension is known across the United States and Territories and valued as a 21st century education resource – one that exceeds current demands with a laser focus on what is emerging.

Partnering with Cooperative Extension institutions, **The NEW eXtension** is the preferred place for faculty and staff to explore new and innovative ways to engage a wide cross-section of learners. Unlike other nonprofits, which often focus on one field of study, **The NEW eXtension** aims to bring institutions together that have something in common - using technology and innovation to lead 21st century education.

Growing from its membership base and strategic partners, **The NEW eXtension** is building its new

Governing Board - a Board that believes unleashing human creativity, passion, and diversity, Cooperative Extension can build new capacities to lead universities to innovate better, faster, and at a lower cost than ever before. In a culture of innovation, **The NEW eXtension** Governing Board accelerates traditional outcomes by leveraging open innovation and crowdsourcing with technology tools to help members develop and implement actionable solutions to global opportunities and challenges. Unlocking the potential of faculty and staff to work innovatively and productively where risk is normal is the power of **The NEW eXtension**.

The NEW eXtension Board...

- Sets the tone for a culture of innovation;
- Understands, advises, and votes on innovation whether technology driven, or not;
- Sets the boundaries within risk environments;
- Are interactive change agents that bring together the skill and experience mix that feeds new value creation;
- Leverages and invests resources;
- Understands innovation is a system wide issue and that it falls into the hands of leadership to enable, manage, and lead change; and
- Measures innovation success and values growth.

Who is eligible to become a Governing Board member?

Initially, member institution Extension Directors/Administrators and later, founding partners may choose to add strategic partners who are specialized professionals.

What is the tenure of the position?

Three years with anticipation of launching staggered terms over the next six years.

How often will the Governing Board meet?

Initially, the Governing Board will meet a minimum of six times per year. Meetings will be virtual and face-to-face with dates established in advance.

How is application made? Each of the five

Cooperative Extension regions may nominate three candidates. Submit nomination to Jane Schuchardt by December 19, 2014. Nominee application is made by responding to the

following:

1. What is your professional and personal interest in serving on the Governing Board?
2. Describe your thoughts, "Within three years, *The NEW eXtension* will..."

When will voting be held?

January 5-16, 2015

For more information, contact:

Elbert Dickey, eXtension Executive Director

Edickey1@unl.edu

COOPERATIVE EXTENSION

EXTENSION COMMITTEE ON ORGANIZATION AND POLICY (ECOP)

eXtension Assessment Policies and Procedures

October 3, 2013

Background:

ECOP approved Assessment Policies and Procedures at its 9.17.13 meeting in Pittsburgh for continuously levied account – Office of the Executive Director (#5710) and Strategic Priorities and Operations (#5730). The purpose of this document is to outline policies and procedures for the eXtension account (#5780) managed by ECOP and, to the extent appropriate, bring both policies into alignment.

Procedures:

<u>Date</u>	<u>Action</u>
January	APLU CFO sends statements to universities, including eXtension.
July	Institutions not paying any BAA assessments, including the eXtension assessment, are contacted by the APLU VP for Food, Agriculture and Natural Resources; the Cooperative Extension Office of the Executive Directors is notified.
July-August	The chair of the eXtension Governing Committee requests a meeting with the director or administrator from the non-paying institution to discuss eXtension. The purpose of the meeting, which can be by phone or in person, is to 1) learn about why they have chosen not to pay, 2) explain the importance of eXtension and the benefits it provides to the Cooperative Extension System and to the member institution, 3) respond to any questions or concerns they may have, and 4) explain the consequences of non-payment. Representing eXtension should be the Chair of the Governing Committee or the regional representative from the region in which the institution resides.
September 1 st	Results of contacts with institutions are reported to the eXtension Governing Committee.
through November	Additional discussions take place as needed.
December 31 st	Payments due.

Policies:

Q – What happens when a university makes a request to APLU to have a particular account removed from that institution's statement?

A – Using the process described above, every attempt will be made by eXtension Governing Committee to encourage the institution to pay. If payment is not received by December 31st of

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.

Located at: Association of Public and Land-grant Universities • 1307 New York Avenue, NW, Suite 400, Washington, DC 20005 • 202.478.6029

the year the assessment is billed, the APLU CFO will be notified in writing by the Cooperative Extension Office of the Executive Director to adjust the accounts receivable. APLU will not take accounts off the "Open Item Report" without such notification.

Q – How will non-payment of the eXtension assessment be communicated?

A – Public report of non-payment, such as at the APLU Annual Meeting, will not be allowed. This reporting will only be made known to ECOOP, the eXtension Governing Committee, and the regional executive directors and administrator.

Q – What are the consequences of non-payment of assessments?

A –

1. Specific Recognition (states with one Land-grant University) - For customers who access eXtension from a delinquent state, recognition will be attributed to eXtension. No institutional identity will be provided for the delinquent institution. Individual university employees may participate on a community of practice (CoP) or learning network, but the institution cannot be awarded a lead role contract/grant.
2. Specific Recognition (states with more than one LGU) – For customers who access eXtension from a state in which one institution is delinquent, recognition will be attributed to the paying institution. No institutional identity will be provided for the delinquent institution. Individual university employees may participate on CoPs or learning networks, but the delinquent institution cannot be awarded a lead role contract/grant.
3. General Recognition – In all locations where eXtension is attributed to the LG system, this will be footnoted and delinquent institutions will be excluded.
4. Representation – No individual from a delinquent institution may serve as a member of the eXtension Governing Committee.
5. Contracts – In the case the institution is involved in an eXtension grant or contract (i.e., CoP start-up and/or certification funding), the grant/contract will be terminated immediately in accordance with the terms of the agreement. No new contracts may be written or executed with the institution.
6. CoP Leadership – Current CoP leaders from the institution will be informed they may no longer serve in that capacity; however, they may continue to participate.

Q – If an institution wants to pay in a year following nonpayment, how is this handled?

A – An institution that is in arrears for one year and wishes to become current must pay the one-year amount that is in arrears and the current year's assessment to become eligible for full participation. An institution that is more than one year in arrears must pay the current year assessment, the prior year's assessment, and a portion of all other arrears amount. This portion will be proposed by the institution's current Extension Director/Administrator and an amount less than 100% may be justified by extenuating circumstances and must be approved by the Governing Committee.

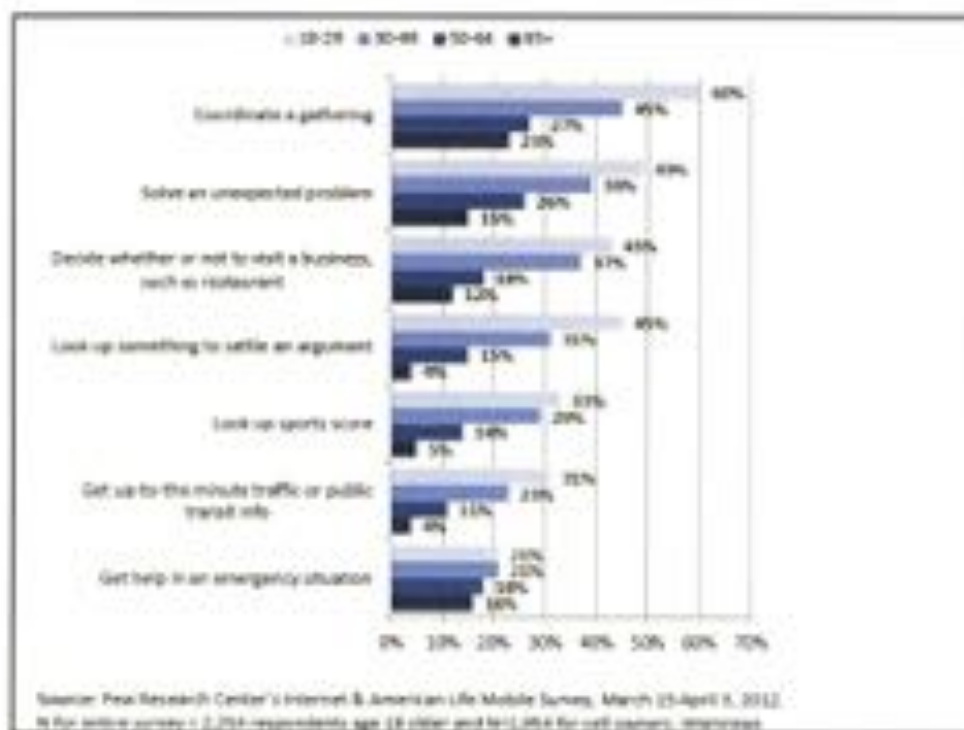
Approved 10.3.2013 by the eXtension Governing Committee, Jimmy Henning, Chair.





70% of cell phone owners – representing *62% of the entire adult population* – have used their phone in the previous month to do at least one of these real-time searches.

Peak Internet and American Life Survey 2012
<http://www.peakinternet.org/2012/05/02/news-report-15/>







DISRUPTIVE  NNOVATION

Looking through the lens
of disruptive innovation ...

to engage new customers,
generate better value networking
and multiply local resources.

*Not the same old strategic planning
a new positive engaging approach*

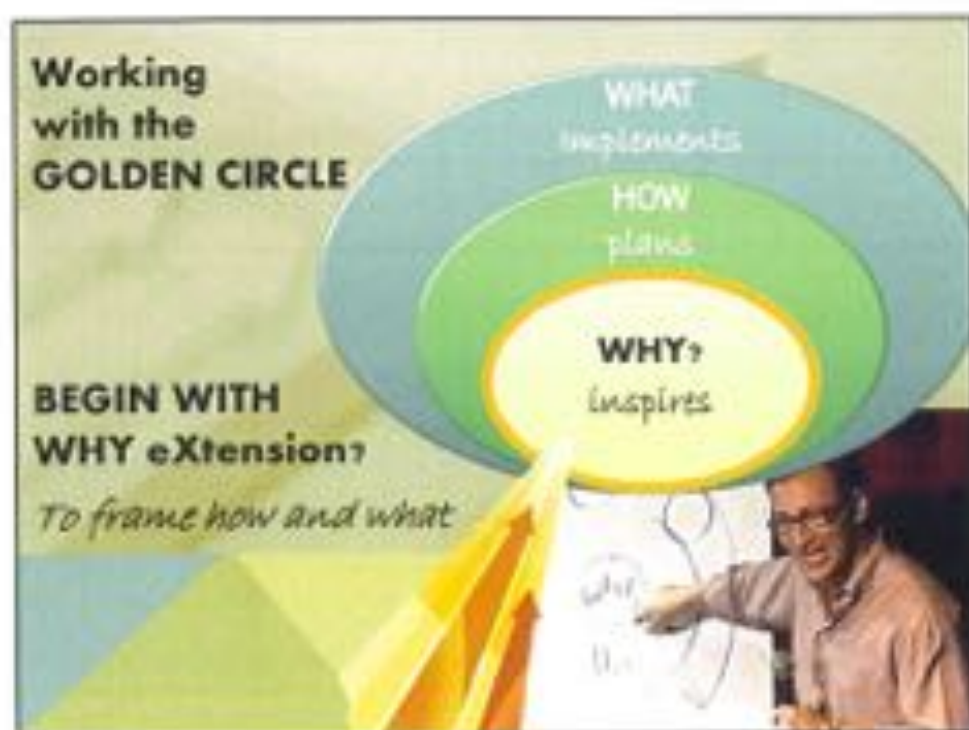


**FOCUSING ON
RESULTS**

**DETERMINING OUR
ASPIRATIONS**

**ADVANCING
OPPORTUNITIES**

**GROWING FROM OUR
STRENGTHS**





"THE SECRET OF CHANGE IS TO FOCUS ALL OF YOUR ENERGY, NOT ON FIGHTING THE OLD, BUT ON BUILDING THE NEW"
-SODRATES-

CRITICAL QUESTION ?

In the future, what role could eXtension serve to **strengthen local and state resources?**

- Use and deployment of personnel
- Untapped audiences
- Content

10 MINUTES - IN TABLE GROUPS RESPOND TO THE QUESTION

Take Action

Responses posted during the conference
and at <http://tinyurl.com/launch21>



NEXT STEPS

- Inputs continue
- Strategies developed & validated
- Plan submitted Oct 2014

DISRUPTIVE COMMITTEE INNOVATION

Steve Bonanno
Ed Buckner
Dennis Calvin
Jane Clary
Tim Cross
Ebert Dickey
Bev Durgan
Jimmy Henning
Terry Meisenbach
Scott Reed
Vonda Richardson
Fred Schlutt
Jane Schuchardt
Craig Wood

Keith Smith,
Chair

Chris Geith,
Key Informant

The Cascade Center
for Community Governance,
Facilitation and Consultation