

# COOPERATIVE EXTENSION

*Extending Knowledge, Changing Lives*

Extension Committee on Organization and Policy (ECOP)

Michelle Rodgers, Chair, 2016

## HOW WE ARE ORGANIZED

**Cooperative Extension** is coordinated nationally by the Extension Committee on Organization and Policy, also known as ECOP, the representative leadership and governing body of Cooperative Extension nationwide.

ECOP is part of the [Association of Public and Land-grant Universities \(APLU\) Board on Agriculture Assembly](#). Each of five Cooperative Extension regions (1890, North Central, Northeast, Southern, Western) names three representatives to ECOP. See next page for how ECOP is organized to provide national leadership for the benefit of state and local outreach and engagement programming.



ASSOCIATION OF  
PUBLIC &  
LAND-GRANT  
UNIVERSITIES

## ONGOING PRIORITIES

- Build partnerships and acquire resources
- Increase strategic marketing and communications
- Enhance leadership and professional development
- Strengthen organizational functioning

FOR MORE DETAILS ON ONGOING PRIORITIES, GO TO <http://www.aplu.org/CESGoals>.

## ECOP 2016 GOALS

- **Private Resource Mobilization** – Following discussion of the report *Private Resource Mobilization for Cooperative Extension: Pathways to a National Initiative* by Changing Our World, Inc., plan and implement strategies for private funding as a complement to public funding for Extension as a national system.
- **Urban Programming** – While maintaining rural presence, provide support for A National Framework for Urban Extension as outlined by the National Urban Extension Leaders (NUEL).
- **Innovation** – Initiate a task force based on the Cooperative Extension Innovation Inventory to provide thought leadership on innovation strategies around learner engagement, environmental factors that support innovation, and employment.
- **Professional Development** – Provide opportunities for directors/administrators to enhance personal, organizational and system leadership skills.
- **National System** – Launch a task force to identify methods to better communicate Extension core values and how to work together as a national network.

## TO FIND OUT MORE

News Updates: [www.ecopmondayminute.blogspot.com](http://www.ecopmondayminute.blogspot.com)

Program Impacts:

[landgrantimpacts.org/extension](http://landgrantimpacts.org/extension)

ECOP Directory, Calendar, Goals, and more:

[www.extension.org/ecop](http://www.extension.org/ecop)

Contact:

**ECOP National Office**

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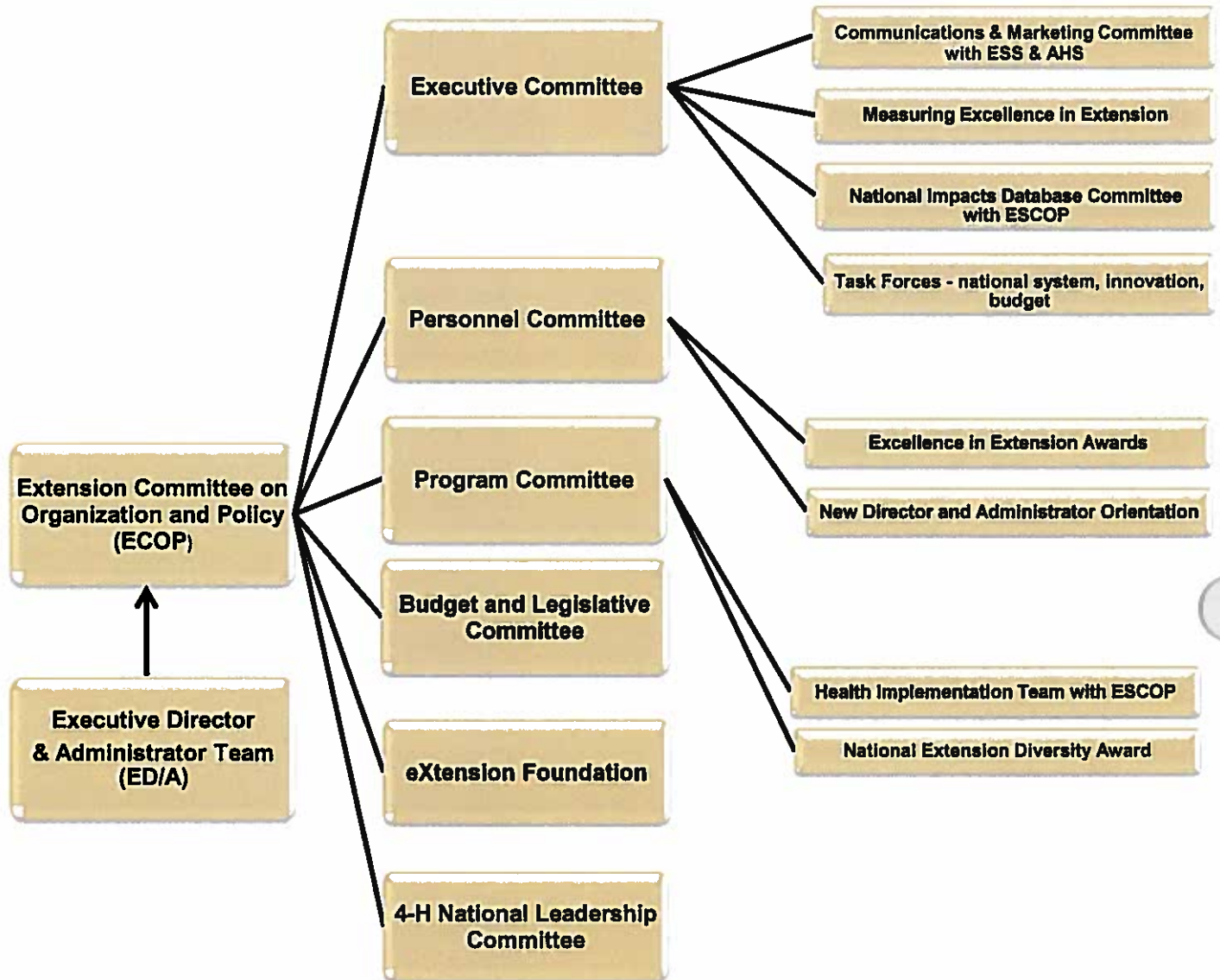
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# COOPERATIVE EXTENSION

## Extension Committee on Organization & Policy (ECOP) As of 10.21.15



### 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 • USDA-National Institute of Food and Agriculture

### ECOP Representation with Other Groups

Experiment Station Committee on Organization and Policy • Extension Disaster Education Network • Joint Council of Extension Professionals • Board on Agriculture Assembly Policy Board of Directors, Committee on Legislation and Policy and the Budget and Advocacy Committee • *Journal of Extension* • LEAD 21 (Leadership for the 21<sup>st</sup> Century) • NC-FAR (National Coalition for Food and Agriculture Research) • National Urban Extension Leaders