

**Association of Northeast Extension Directors**  
**Virtual March Retreat 2026 – Session 2**

March 6, 2026; 12:00-2:00 PM ET

<https://us02web.zoom.us/j/6806450798?pwd=V2hqZFZtU1FNURFVHVUeVBzOGI1Zz09&omn=88143751339> Meeting ID: 680 645 0798; Passcode: NEED

12:00 (10 minutes)

**Welcome and NEED Business**

2:10 ( minutes)

**Extension Programming and Revenue Generation**

Part 1: Strategies

- Discuss results of fee-based services survey data.

Part 2: Competition

- During NEED's January meeting, members discussed how competition for audiences for online programming is inevitable, therefore we need to intentionally work together on how to navigate this space where collaboration and competition intersect.

Part 3: Sponsorship and advertising

- How do you deal with this? How do you navigate the university context to get at these revenue generation opportunities?

Part 4: Navigating perspectives on revenue generation.

- Internal perspectives?
- External perspectives?

3:45 (15 minutes)

**Final Thoughts and Ideas; Adjourn**