

COOPERATIVE EXTENSION

Translate . . . Engage . . . Transform



National System, Local Connection

Cooperative Extension (Extension) **translates** science for practical applications; **engages** with the public by providing reliable information leading to positive action; and **transforms** individuals, families, communities and businesses in rural and urban areas. Extension operates through the nationwide land-grant university system and is a partnership among the federal government (through the USDA's National Institute of Food and Agriculture) and state and local governments.

How does Cooperative Extension work?

Extension's unique structure consists of university faculty members and local educators. Campus-based faculty members are disciplinary specialists with doctoral degrees whose primary responsibility is to develop curricula that translate science-based research results into language (written, verbal, and electronic) appropriate for targeted audiences. County-based educators (most of whom have graduate degrees) work with local citizens and interest groups to solve problems, evaluate the effectiveness of learning tools, and collect grassroots input to prioritize future research. By living and working in communities, county

educators respond to local needs, build trust, and engage effectively with citizens.

Cooperative Extension provides education you can trust to help people, businesses and communities solve problems, develop skills and build a better future.

How is Cooperative Extension funded?

Capacity funding from federal, state and county appropriations is the critical foundation of Extension resources, while grants, contracts, fees and gifts provide some support. The Extension mission—to translate, engage, and transform—along with its strong off-campus, community-based structure, makes it

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Cooperative Extension Turning 100



In 2014, Cooperative Extension will celebrate the 100-year anniversary of the Smith-Lever Act, the founding legislation of Cooperative Extension. The Extension Committee on Organization and Policy (ECOP), the representative leadership and governing body of Cooperative Extension nationwide, has appointed a task force to plan for the

commemoration. Activities will highlight past accomplishments, future goals, and the critical need for increased capacity funding, enabling Cooperative Extension to provide solutions to better the lives of citizens for the next 100 years and beyond. For updates and a communications toolkit, see www.extension100years.net.

Did You Know?

- ◆ Extension is in all 50 states, the District of Columbia and each of the U.S. Territories, as a function of Land-grant Universities
- ◆ Extension has a presence in nearly all of the Nations 3,150 counties.
- ◆ Extension is available anytime anywhere at www.extension.org
- ◆ 4-H is the youth development program of Extension

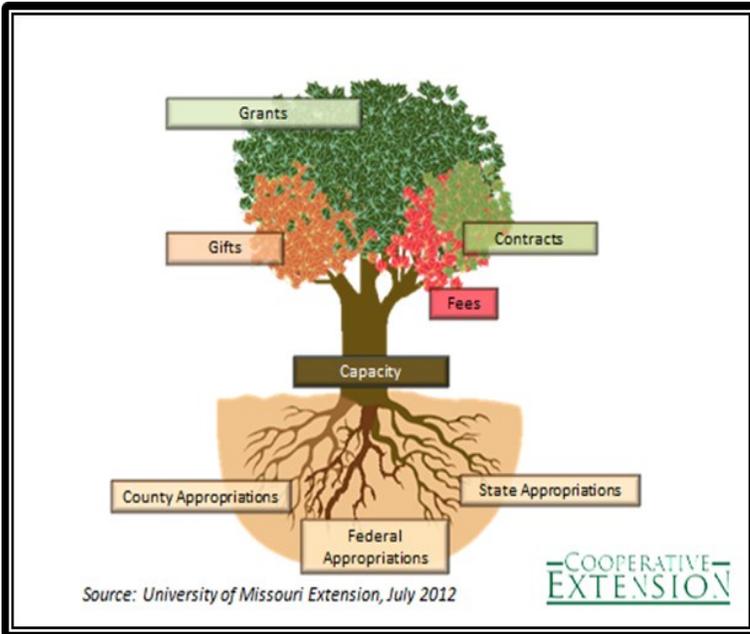
Areas of Focus with Potential to Partner

Cooperative Extension is the nation's premier local and online educational leader for:

- Ensuring an abundant and safe food supply for all;
- Preparing for and responding to economic and natural disasters;
- Enhancing workforce preparation and life skills;
- Fostering greater energy independence;
- Helping families, youth, and individuals be physically, mentally, and emotionally healthy;
- Strengthening the profitability of animal and plant production systems; and
- Protecting our rich natural resources and environment

<https://www.aplu.org/document.doc?id=4096>

Every day, real people are achieving their goals through practical, community-based education. Extension offers learning opportunities based on community needs, what local people say they want to learn—about families, kids, agriculture, nutrition, business, gardening, community development and more.



Continued from page 1—complementary to, though quite different from, research and requires a different funding model. For example, research scientists may address a particular question, such as developing a new, highly nutritious vegetable variety. This development may be accomplished by one or a few selected universities with results useful on a broad scale. In contrast, the Extension role of helping people understand the benefits of eating more nutritious foods, and acquiring the knowledge, skills and motivation to take positive action, must be carried

out in communities in the 3,000-plus counties in the United States, and must be repeated over many years to achieve broad adoption with each new generation of learners.

Over the past several decades, the purchasing power of federal capacity funding, distributed via formula to land-grant universities to support Extension programs, has been slowly reduced.

Capacity funds, often leveraged three- to four-fold with other funding, enable the persistent and trusted intervention necessary for transformational learning to take place in agriculture and natural resources, family and consumer sciences, 4-H youth development, and community economic development.

Examples of Extension Program Impacts

\$1 spent on agricultural research and extension generates at least **\$20** benefit to the economy.

Julian Alston, M. Andersen, J. James, and Philip Pardey (2010) "Persistence Pays: U.S. Agricultural Productivity Growth and the Benefits of Public R&D Spending" (Springer Press)

The nationwide surveillance of the National Plant Diagnostic Network protects U.S. agriculture from pests and pathogens and reduces samples sent to USDA regulatory labs by 5 to 10 fold.
www.npdn.org/webfm_send/1707

Of the 640,602 low-income participants in the Expanded Food and Nutrition Education Program (EFNEP) in 2011, about 90% of adults and 60% of youth improved what they ate.
www.nifa.usda.gov/nea/food/efnep/pdf/efnep_impact_report_2011.pdf

1,500 community leaders in 19 states and 39 rural, multi-county regions built viable economic development plans through the Stronger Economies Together program. Southern Rural Development Center SET Evaluation Assessment (July 2011 & July 2012) <http://srdc.msstate.edu/>

eXtension, an online interactive learning environment, features 70 topic areas, answering more than 4,500 questions every month through the Ask-an-Expert feature. www.extension.org

In 2011, 6,204,006 4-H youth together with 487,750 adult and youth volunteers created positive change in communities across the nation. <http://www.nifa.usda.gov/youthdevelopment4h.cfm>

Focusing on rapid response, the Extension Disaster Education Network (EDEN) assisted 12 states, Puerto Rico and DC affected by major disasters like hurricanes, floods, oil spills and fire.
<http://eden.lsu.edu>

Prepared 5.2.13 by the Extension Committee on Organization and Policy (ECOP), the representative leadership and governing body of Cooperative Extension nationwide.

For more information, contact: Jane Schuchardt, Executive Director jane.schuchardt@extension.org • 202-478-6029 • www.extension.org/ECOP