Innovations for the Next Century

Jimmy Henning
ECOP Chair and Director,
UK Cooperative Extension
Why Extension?

• In a world of Google and Wikipedia, why is Cooperative Extension needed?
Complex Problems Need More Than A Website
Do we have the right characteristics for a second 100 years?
Innovations for the Next Century – Motivating Characteristics

- Trustworthy Source
- Great Staff
- Convenient Access
- Current/Reliable Information
- Expert Review

General Market Research

Most of all, people want a resource they can trust. They also want convenient access to the best information and knowledgeable / committed staff they can turn to for help.

Motivating Power of Characteristic*

- Trustworthy Source: 83
- Great Staff: 76
- Convenient Access: 75
- Current/Reliable Information: 73
- Expert Review: 72
- Quality of Life: 70
- Change Agents: 66
- Scope of Work: 66
- In-person Support: 62
- University Connection: 45
- Experience: 22

*Motivating power on a 0-100 scale where 0 = ‘Not Motivating’ and 100 = ‘Extremely Motivating.’ Needs have been grouped into highly (MP score = 70+); moderately (MP score = 40-69); and less motivating (MP score <40).
Copernicus Brand Value Study of Extension

“There is broad consensus between Extension Stakeholders and the General Public on what Extension should “stand for.”

Copernicus Brand Value Study
Copernicus Extension Brand Marketing

“The brand building task therefore becomes one of maintaining high service levels and expanding communication of what Extension delivers”
Innovations for the Next Century - Personnel

What kind of employees are we looking for?
Innovations – 21st Century Extension Professionals

The Skills & Attributes of 21st Century Extension Professionals

Chuck Hibberd, Dean & Director
UNL Extension

Sponsored by the ECOP Personnel
Innovations – Ability to Rapidly Adapt

EDEN Extension Disaster Education Education Network
Innovtions: eXtension.org

Extension Master Gardener National Survey
Throughout the United States 94,865 Extension Master Gardeners volunteers contributed 5,197,573 hours educating the public, providing youth programs and...

More...
Innovations – Value in the Urban Market

• Urban Programming
Innovations – Urban Ag

Online training for 6000 urban ag businesses (GA)
Innovations in Partnerships
Innovations – Community Engagement
Innovation - Engagement

Hickman County Cooperative Extension Service is on Facebook
Sign up for Facebook to connect with Hickman County Cooperative Extension Service.

257 People Like This

Cletus Murphy
Marisa FitzGerald
Sandra R. Wood

Hickman County Cooperative Extension Service

Extreme Couponing with Lisa Schraw
Location: First Baptist Church, Clinton, KY
Time: 7:00PM Thursday, February 17th
Innovations - Shared Expertise

- Sharing expertise among universities
- eXtension – facilitated collaboration
Innovations – Program Delivery

Webinars Leverage People Resources
Innovations – Technology and Service

• Rapid diagnosis of problems
Innovation – Applied Research

Response to Critical Issues

– Soybean Rust

– Develops depth of skills and confidence
Innovations - Big Tent Agriculture

Urban Extension
Organic/Natural
Local Food
Community Projects
Innovations – Telling Our Story

Joint Reporting Database

Youth stay drug-free because of 4-H involvement after school.
Innovations for the Future

• True to core values
  – Research-based
  – Relevance to local issues
  – Relationships
See you in 2114 for the BiCentennial