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translating research

Transformational Education

All 50 states
District of Columbia
U.S. territories

Local Access

part of Land-grant
University System

civic engagement

TRUSTED
RESOURCE

Rural

URBAN

national network

FOOD
SAFETY

water conservation

—COOPERATIVE—
EXTENSION

ONLINE

train the
trainer

seminars

Leadership
Development

agriculture

ENERGY

ENVIRONMENT

ranching

ask-an-expert

HEALTHY
PEOPLE

HORTICULTURE

FORESTRY

learning tools

Disaster preparedness

4-H youth development

Small Business

webinars

nutrition

FAMILY WELL-BEING

community economic vitality

farming

—COOPERATIVE— EXTENSION

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



COOPERATIVE
EXTENSION

A photograph of a sunset over the ocean. The sun is a bright, glowing orb in the center of the frame, partially obscured by a layer of thin, wispy clouds. The sky is a deep, dark blue, and the ocean is a dark, choppy surface. The sun's light reflects off the water, creating a shimmering path that leads from the horizon towards the viewer. The waves are small and dark, with white foam visible as they break. The overall mood is serene and contemplative.

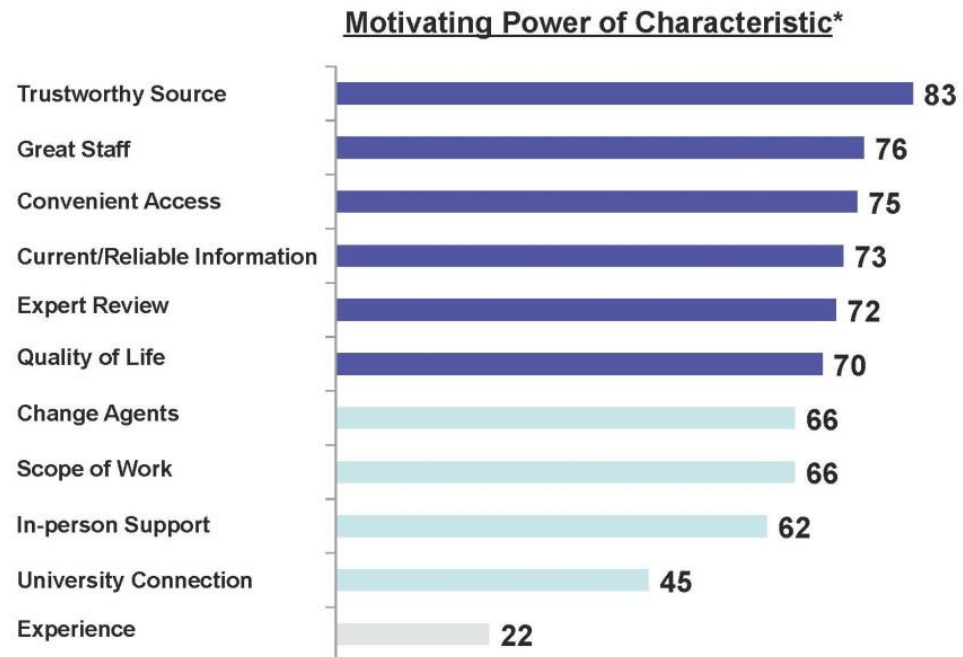
Do we have the right
characteristics
for a second 100 years?

Innovations for the Next Century – Motivating Characteristics

- Trustworthy Source
- Great Staff
- Convenient Access
- Current/Reliable Information
- Expert Review
- Quality of Life
- Change Agents
- Scope of Work
- In-person Support
- University Connection
- Experience

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.



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



Innovations – 21st Century Extension Professionals

—COOPERATIVE— EXTENSION

EXTENSION COMMITTEE ON ORGANIZATION & POLICY (ECOP)

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 Network



Innovtions: eXtension.org

The screenshot shows a web browser window with the eXtension.org website. The browser's address bar shows the URL 'http://www.extension.org'. The website has a blue header with the text 'These resources are brought to you by the Cooperative Extension System and your Local Institution'. Below this, there are logos for the University of Kentucky Cooperative Extension Service and the Kentucky State University. The main navigation bar is orange and contains links for Home, About, Resource Areas, News, Articles, Answers, Calendar, and Learning Lessons. A search bar is located on the right side of the navigation bar. The main content area is divided into two columns. The left column features a section titled 'Extension Master Gardener' with the tagline 'People. Plants. Partnerships.' and a link to 'Here are some of our featured articles and activities...'. Below this is a blue box containing the 'Extension Master Gardener National Survey' logo and text, along with a 'More...' link. The right column has a black box stating 'This resource area was created by the: Extension Master Gardener community'. Below this is a green box titled 'In The News...' which lists three news items with dates: 'January 17, 2011 K-State Study Supports Claims of Fabric Softener Sheets Repelling Insects', 'January 12, 2011 Popularity of Gardening, Landscaping Classes Still Growing, Experts Say', and 'January 07, 2011 Mississippi County Extension Office Becomes Focal Point for Gardening'. A 'More ...' link is at the bottom of the news section. The browser's status bar at the bottom shows 'Internet | Protected Mode: On' and a zoom level of '125%'.

These resources are brought to you by the Cooperative Extension System and your Local Institution

UK COOPERATIVE EXTENSION SERVICE
University of Kentucky – College of Agriculture

KENTUCKY STATE UNIVERSITY
Learning Resources
Learning Center
Learning Resources

extension
more mind reach


Local Extension offices near you Learn more about this institution Select a different institution

Home About Resource Areas News Articles Answers Calendar Learning Lessons

Extension Master Gardener

People. Plants. Partnerships

Here are some of our featured articles and activities...



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...](#)

This resource area was created by the:
Extension Master Gardener community

In The News...

January 17, 2011
K-State Study Supports Claims of Fabric Softener Sheets Repelling Insects

January 12, 2011
Popularity of Gardening, Landscaping Classes Still Growing, Experts Say

January 07, 2011
Mississippi County Extension Office Becomes Focal Point for Gardening

[More ...](#)

Internet | Protected Mode: On 125%

Innovations – Value in the Urban Market

- Urban Programming



Innovations – Urban Ag



Online training for 6000 urban ag businesses (GA)

Innovations in Partnerships



Home

▼ About 4-H

▼ Programs

▼ Get Involved

▼ Resources

FIND YOUR LOCAL 4-H

MY4-H

SHOP 4-H

4-H

Donate

Give the gift of life-o



FIND YOUR LOCAL 4-H

MY4-H

SHOP 4-H

4-H CENTER

DONATE

INFORMATION

Home

▼ About 4-H

▼ Programs

▼ Get Involved

▼ Resources

Search 4-H.org

CONNECT WITH 4-H



About 4-H

Research

Partners

Leadership

Cooperative Extension System

National 4-H Council

OUR MISSION: TO INCREASE INVESTMENT AND PARTICIPATION IN HIGH QUALITY 4-H PROGRAMS FOR YOUTH DEVELOPMENT

National 4-H Council supports national and state 4-H programs with a focus on fundraising, brand communications, and legal and fiduciary services. Council also oversees National 4-H Youth Council, the National 4-H Center for the 21st Century, and the National 4-H Foundation.

Innovations – Community Engagement



Innovation - Engagement

facebook

Email

☐ Keep me logged in

Sign Up

Hickman County Cooperative Extension Service is on Facebook

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



Hickman County Cooperative Extension Service



Wall

Info

Photos

Discussions

Boxes

Events



Hickman County Cooperative Extension Service + Others

Just Hickman County Cooperative Extension Service

Just Others

257 People Like This



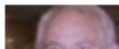
Cletus
Murphy



Marisa
FitzGera
ld Aull



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

COOPERATIVE
EXTENSION

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 – Global Agriculture



Strategic Opportunities and Measuring Excellence

An Initiative of the Extension Committee on Organization & Policy (ECOP)

Innovations – Telling
Our Story

Joint Reporting Database

Youth stay drug-free
because of 4-H
involvement after school.

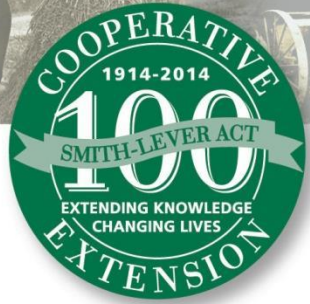
Farm and Ranch Estate Planning workshop slate



Innovations for the Future

- True to core values
 - Research-based
 - Relevance to local issues
 - Relationships





Celebrating 100 Years . Extending Knowledge . Changing Lives

See you in 2114 for the BiCentennial