

NASULGC

ECOP



Final Report

Joint Task Force for the
Changing Portfolio of
Cooperative Extension
February 2006



Charge to the Task Force

- Review the changes affecting funding for cooperative extension nationwide and recommend actions and best practices.
- Retain public service, community engagement, heritage of Extension

Summary

- Cooperative Extension has undergone significant change in the past 30 years;
- Financial resources have shifted: federal flat, non-federal a growing percentage;
- More emphasis has been placed on state and local issues, possibly leading to a more fragmented national CES;
- Changes in many LGUs resulted in less support for the land grant mission and CES.

Best Practices For Extension Directors/Admins to Ratify

■ Fundraising:

- State CES organizations should take an active role in the coordination of all private fundraising and program operations related to Extension within a state.
- State CES which do not already have a professional fundraising or development unit should add such a function.

Best Practices For Extension Directors/Admins to Ratify

■ Fees

- Charging fees for CES programs is appropriate in several circumstances.
- When fees are collected in excess of program costs, the surplus be invested into the originating program area.
- A fee structure or licensing should be considered for certain publications and intellectual properties.



Best Practices For Extension Directors/Admins to Ratify

- State CES organizations should continue to develop faculty and staff evaluation and accountability mechanisms which include an evaluation of a faculty member's ability to generate external support for Extension.



Best Practices For Extension Directors/Admins to Ratify

- Consider salary incentives based on all-source revenue generation

Actions for ECOP

- Create skill-building opportunities in the important area of fund-raising and development.
- Create policy statement supporting the recommendation that specific Extension programs should *not* be privatized.
 - And specifying which activities may be privatized under which conditions.



Actions for CSREES

- MOU's with federal and state agencies should be developed as effective means to fund Extension activities and broaden constituencies.
- CSREES should review policies to allow for maximum flexibility within the law for fee generation.




Actions for CSREES


- Director of Youth Development should establish and present criteria for sanctioning regional and national private or unaffiliated groups, particularly those with fundraising activities.
- CSREES should develop grant-writing workshops specifically targeted to maximize the integration of research, extension and multi-state education functions.

Emphasis for this Task Force was on Funding

Need to clarify vision for Cooperative Extension System in the 21st Century cognizant of broader questions.



Context for this Report – the broader questions of our day




As the nature of the society that sustains the university changes in fundamental ways, the social role of the university will very slowly undergo change in response to that new social reality.

■ James Bonnen, 1998

Renewing the Covenant (2000)

Kellogg Commission on the Future of State and Land-Grant Universities

- “Each of us [land grant institutions] is publicly created, publicly supported and governed by public bodies for public purposes...Our mission is a mindset as much as a program. *The irreducible idea is that we exist to advance the common good...*
- How can we maintain an education that is both liberal and practical with benefits apparent to both students and the larger society?
- In sum, what are the responsibilities of public higher education to the American people as the 21st century dawns?”

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- The Land Grant University must be careful to commit its limited resources to outreach activities that are legitimate for a university and are of major social significance.

- James Bonnen, 1998



What is legitimate?

What has major social significance?

- How will we define what this outreach and engagement should be so that:
 - we know what we are talking about,
 - can manage it effectively, and
 - can communicate its meaning to others?



Cooperative Extension in the 21st Century

- How does Cooperative Extension fit in the LGU focus on engagement?



Cooperative Extension in the 21st Century

- How does Cooperative Extension broaden its focus?



Cooperative Extension in the 21st Century

- How does Cooperative Extension resolve the tension between being an inherently state-based entity responding to state interests and coordinating as a national system?



Task Force Committee Members

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Discussion