

translating research

Transformational Education

civic engagement

FOOD SAFETY

water conservation

COOPERATIVE EXTENSION

ONLINE

Local Access

All 50 states
District of Columbia
U.S. territories

part of Land-grant University System

TRUSTED RESOURCE

Rural

URBAN

national network

train the trainer

seminars

Leadership Development

agriculture

ranching

ENVIRONMENT

ask-an-expert

ENERGY

HEALTHY PEOPLE

HORTICULTURE

learning tools

farming

nutrition

Disaster preparedness

FORESTRY

4-H youth development

Small Business

webinars

FAMILY WELL-BEING

community economic vitality

—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



A photograph of a sunset over the ocean. The sun is a bright, glowing orb in the center of the sky, casting a shimmering path of light across the water's surface. The sky is filled with soft, wispy clouds, and the ocean waves are visible in the foreground, their crests catching the light. The overall mood is serene and contemplative.

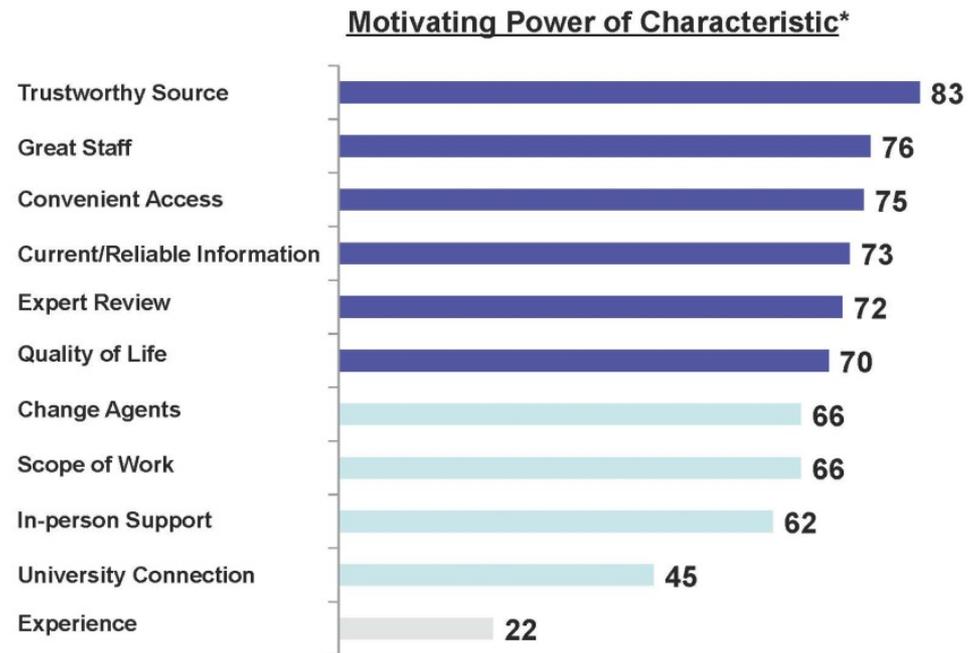
Do we have the right
characteristics
for a second 100 years?

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 displaying the eXtension.org website. The browser's address bar shows the URL 'http://www.extension.org'. The page features a navigation menu with 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 menu. The main content area is titled 'Extension Master Gardener' and includes a sub-header 'People. Plants. Partnerships'. Below this, there is a featured article titled 'Extension Master Gardener National Survey' with a 'More...' link. To the right, there is a section titled 'In The News...' with a list of recent news items, including 'K-State Study Supports Claims of Fabric Softener Sheets Repelling Insects' and 'Popularity of Gardening, Landscaping Classes Still Growing, Experts Say'. The page also includes logos for the University of Kentucky Cooperative Extension Service and the Kentucky State University Extension Service.

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

U.K. COOPERATIVE EXTENSION SERVICE
University of Kentucky – College of Agriculture

KENTUCKY STATE UNIVERSITY
Extension Service
Cooperating Institutions

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 Search

Extension Master Gardener

People. Plants. Partnerships

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



EXTENSION
MASTER GARDENER
People, Plants and Partnerships

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

THE UNIVERSITY OF GEORGIA
COLLEGE OF AGRICULTURAL & ENVIRONMENTAL SCIENCES

ABOUT CAES DEPARTMENTS ACADEMICS EXTENSION RESEARCH PUBLICATIONS TOPICS A-Z CALENDAR NEWS

CAES Home
› Urban Ag Home
• About Us
› Home & Garden
› Research Garden
› Industry
› Certifications
› Waste Water Management
› Spanish Language Resources
› County Agents
› Events
› Landscape Alert
› Safety Makes Sense

Site Search

› Advanced Master

UGA Center for Urban Agriculture
www.ugaurbanag.com

Home & Garden

Research Garden

Industry

Certifications

Individual Septic System

Waste Water Management

Spanish Language Resources

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-



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 Conference, National 4-H Leadership Institute, and National 4-H Youth Leadership Institute.

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

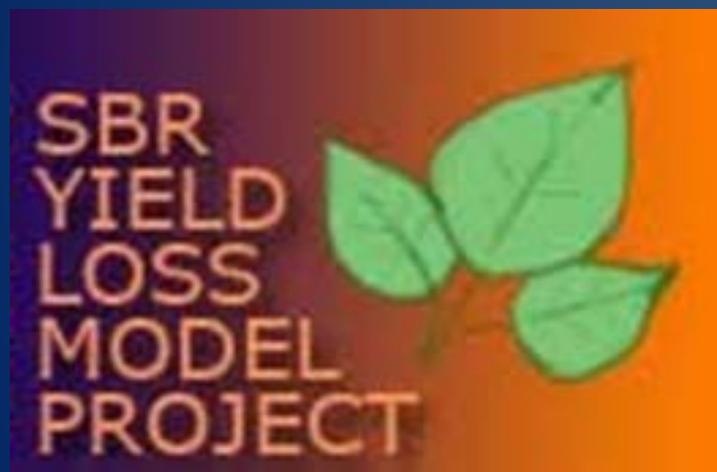
- Rapid diagnosis of problems



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



China Tour Guide

COOPERATIVE
EXTENSION

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

