



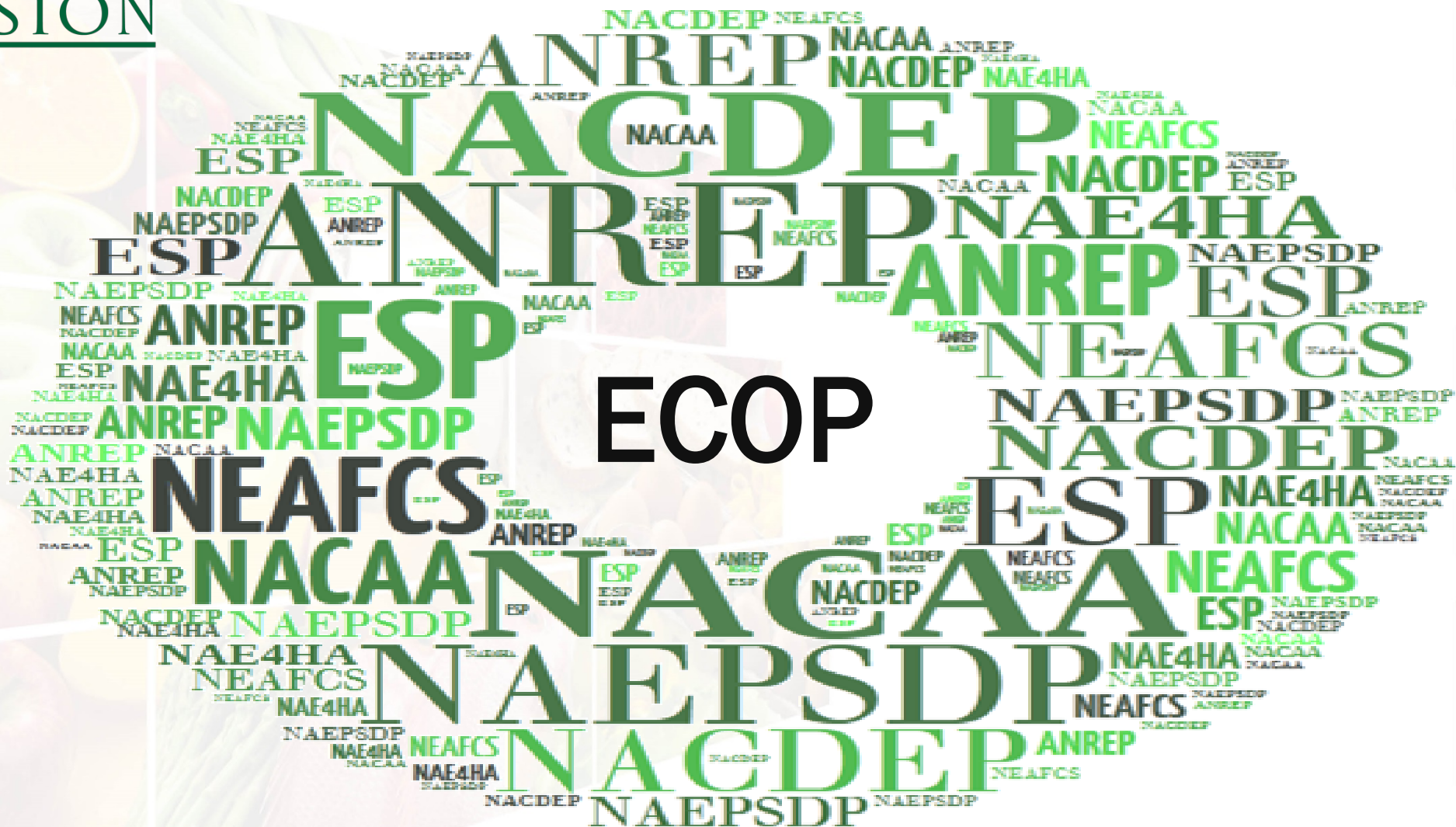
EFNEP

Building for the Future

**2017 National Coordinators'
Conference
ECOP Perspective:
Building on the Value of
EFNEP**

Fred Schlutt, ECOP Chair

Vice Provost for Extension and Outreach, University of Alaska



ECOP



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2017 National Coordinators' Conference

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ECOP Core Themes

- Build partnerships and acquire resources
- Increase strategic marketing and communications
- Enhance leadership and professional development
- Strengthen organizational functioning



ECOP Ongoing Priorities

- Advance efforts with health and water security education.
- Continue strong advocacy for federal capacity funding, together with competitive funding, and programmatic and funding authorization in the next farm bill.
- Engage with USDA-NIFA and other agencies to increase Extension's value in the federal landscape.



ECOP Ongoing Priorities

- Expand strategic alliances with national partners (e.g. NC-FAR, NACo, ESCOP, APLU BAA).
- Engage fully in the ESS-CES-AHS Communications and Marketing Project.
- Enhance visibility of Cooperative Extension by communicating impacts through www.landgrantimpacts.org.

ECOP Ongoing Priorities

- Provide opportunities for directors/administrators to improve personal, organizational and system leadership skills, including an annual conferences and webinars to enhance peer-to-peer learning.
- Encourage continued excellence of all ECOP committees, task forces, and work groups.

ECOP Ongoing Priorities

- Through the eXtension Foundation Board of Directors, assure eXtension is viewed as a function of Extension.
- Assure staffing of the ECOP National Office provides strategic support of ECOP functions.

2017 Emphasis Areas

- Capacity Funding

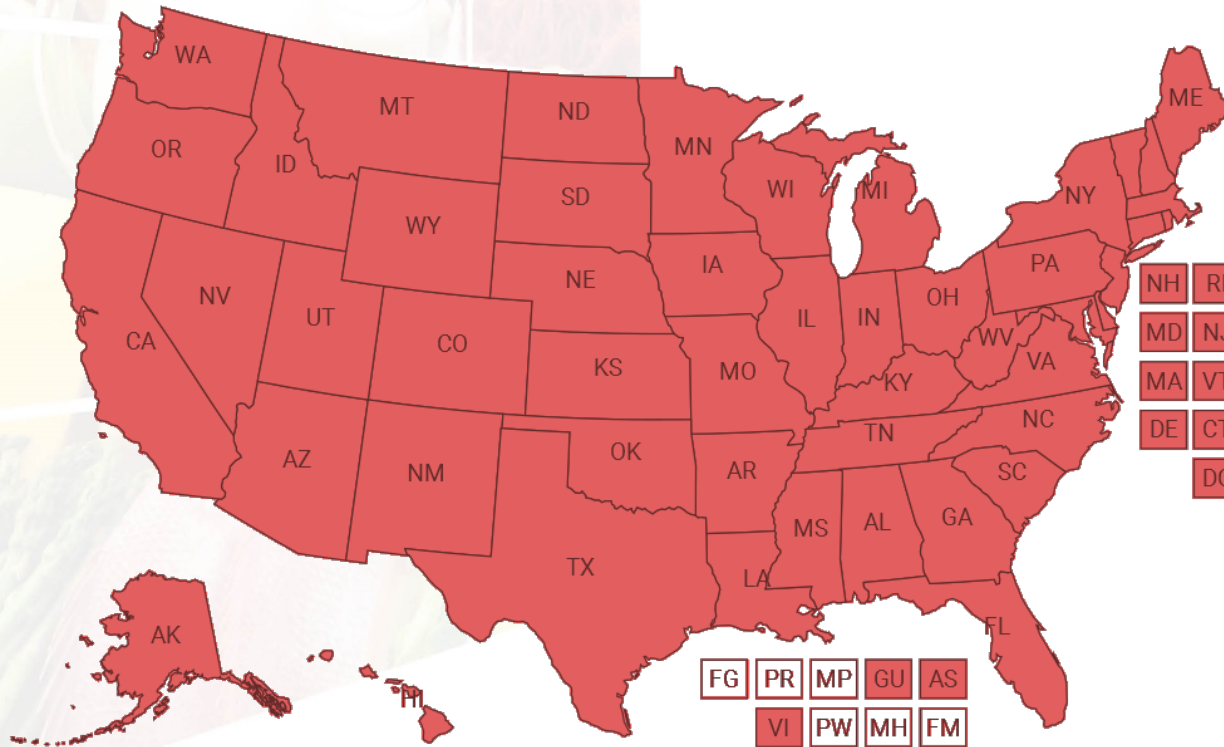
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2017 Emphasis Areas

- National System



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2017 Emphasis Areas

- Private Resource Mobilization



2017 Emphasis Areas

- Urban Programming



2017 Emphasis Areas

- Innovation



2017 Emphasis Areas

- Internal Communications



Initiatives in Process

- Health Implementation

“The Extension model arose at a time when American agriculture was largely inefficient and only marginally productive. ... A century later, American agriculture is without equal in its contributing food to a growing world population. This same system of Extension can do for the nation’s health what it did for American agriculture.”

Initiatives in Process

- Strengthening Strategic Partnerships



Initiatives in Process

- Health Implementation



Robert Wood Johnson Foundation



Initiatives in Process

- Telling the Impact Story
www.landgrantimpact.org
online training through...



Issues • Innovation • Impact

Learn

A Part of the Cooperative Extension System

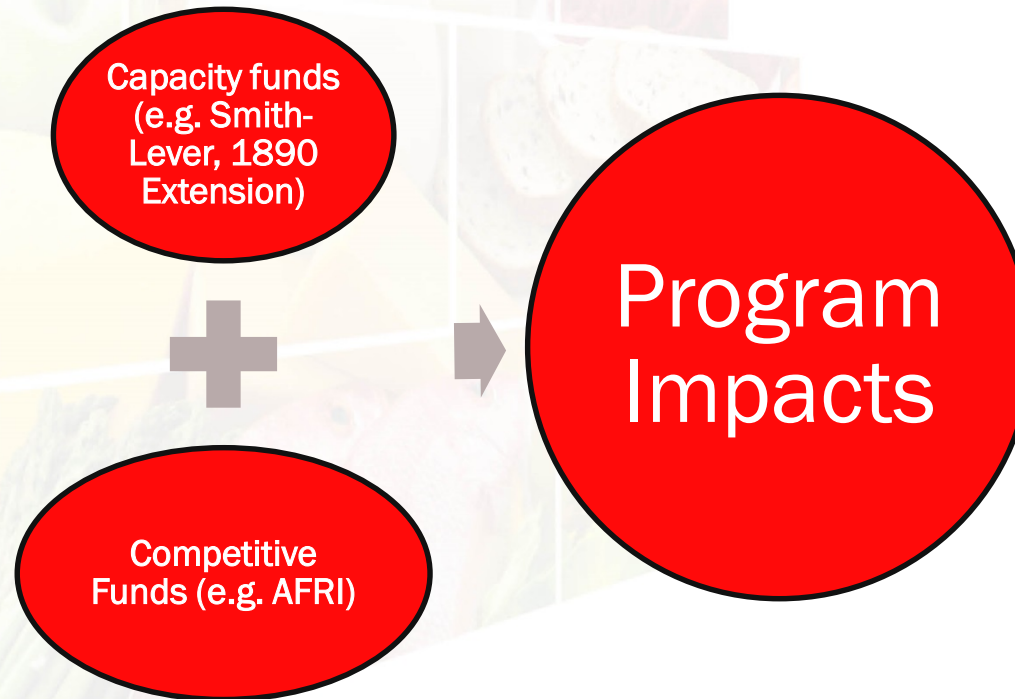
Initiatives in Process

- 4-H Leadership Committee



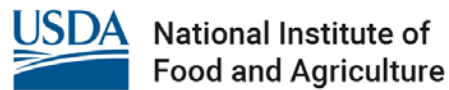
Initiatives in Process

- Federal Funds Advocacy



Initiatives in Process

- Celebrating Excellence



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Contact us



Fred Schlutt, ECOP Chair, efschluttjr@alaska.edu

Rick Klemme, Executive Director, Cooperative
Extension/ECOP, rickklemme@extension.org

