Cooperative Extension in 2014 and Beyond: Innovations for the Next Century

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UK Cooperative Extension
WHAT DOES EXTENSION DO?

Extending Knowledge... Changing Lives

- Ensuring an abundant and safe food supply
- Crisis management: responding to disasters
- Preparing a strong workforce
- Fostering greater energy independence
- Helping people live better
- Making agriculture more profitable
- Protecting natural resources and environment
WHAT DOES EXTENSION DO?
Extending Knowledge… Changing Lives

Everything we can to help:

……Farms
……Families
……Kids
……Communities
Extension Network is Extensive
Mission for the Future

• True to core values
  – Research-based
  – Relevance to issues
  – Relationships
  – Responsiveness
Why Extension?

- In a world of Google and Wikipedia, why is Cooperative Extension needed?
Complex Problems Need More Than A Website
Who Needs Cooperative Extension When You Have Consultants?
Source: University of Missouri Extension, July 2012
Innovations - Shared Expertise

- Multi-state appointments
- Technology – facilitated collaboration
Innovation – Applied Research

Response to Critical Issues

– Soybean Rust

– Develops depth of skills and confidence
Innovations – Technology and Service

- Rapid diagnosis of problems
Innovations - Big Tent Agriculture

Urban Extension
Organic/Natural
Local Food
Community Projects
Innovations – Value in the Urban Market
Local Food/Horticulture
Innovations in Partnerships

- Military Families Learning Network
- New Health Opportunities

Donate
Give the gift of life-changing 4-H experiences.

National 4-H Council
OUR MISSION: TO INCREASE INVESTMENT AND PARTICIPATION IN HIGH QUALITY 4-H PC 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 and National 4-H Congress.
Innovations: 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...
Innovation – Online Engagement

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

257 People Like This

- Cletus Murphy
- Marisa FitzGerald 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
Innovations – Program Delivery

Webinars Leverage People Resources
Read My Lips...It’s all about marketing!
Innovations for the Future

• True to core values
  – Research-based
  – Relevance to issues
  – Relationships
  – Responsiveness
Keys to the Future
Contact us

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