Ag Workforce Development – The Role of Cooperative Extension

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Are Millennials Poorer than Previous Generations?

Today’s Households Headed by Young Adults (Age 35 or Younger) …

- Earned Less Income
- Are Less Wealthy
- Are More Indebted

Robust ProductivityBoosts the Economy and Wages

Potential Economic Growth Driven By ...
- How many people work
- How productive they are

Source: Congressional Budget Office, “The Budget and Economic Outlook” April 2018
https://www.cbo.gov/about/products/budget-economic-data#6
How Do We Build the Most Productive Labor Force in Our History?
Enhance Workforce Skills
Land-Grant Universities were Designed for Teaching Workforce Skills

The Morrill Act of 1862 stated that the purpose of the land-grant colleges was:

“without excluding other scientific and classical studies and including military tactic, to teach such branches of learning as are related to agriculture and the mechanic arts, in such manner as the legislatures of the States may respectively prescribe, in order to promote the liberal and practical education of the industrial classes in the several pursuits and professions in life.”
By 1914, Cooperative Extension was Developed to Broaden University Reach

4 Primary Program Areas

- Agriculture and Natural Resources
- Family and Consumer Science
- Community Development
- 4-H Youth Development
Workforce Development

• Businesses are asking for ...
  – Technical skills
  – Professional skills

• Cooperative Extension Teaches
  – All Ranges of Skills for ...
  – All Ages of People in ...
  – All of our Communities
Technical Skill Development

• Traditionally focused on agriculture and ag-related industries, but now evolving.

<table>
<thead>
<tr>
<th>Then</th>
<th>Now</th>
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<tr>
<td>How to use hybrid seed corn and feed rations?</td>
<td>Agricultural UAV program</td>
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<tr>
<td>How to use dynamic to build waterways?</td>
<td>How to use sensors to monitor nutrients in tile and waterways?</td>
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Technical Skill Development

• Today, focused on economic, environmental, and social sustainability

• Examples:
  – Dicamba
  – Urban Agriculture Management Certificate
Technical Skill Development

• Today, evolving beyond agriculture

• Examples:
  – ServSafe®: National Restaurant Association partnership
  – Skills for Success: Manufacturing Extension Partnership (MEP)
Professional Skills

• Show up on time
• Meet deadlines
• Work with others
• Incorporate feedback
• Ability to communicate

• Example: 4-H Youth Development
4-H Youth Development

• Technical skills
  – Examples: STEM skills – robotics, fluid power, computer coding

• Professional skills
  – Examples: public speaking, meeting deadlines, working in a group, accepting responsibility

• Life skills
  – Healthy living and citizenship
Life Skills: Behavioral Health, Opioids and Suicide Rates

- Farmers have highest U.S. suicide rates
  - **Mental Health First Aid** helps people identify, understand, and respond to first signs of mental illness and substance abuse disorders.

- Opioids Epidemic
  - **Strengthening Families Program for Parents and Youth 10-14:**
    Ranked #1 with the World Health Organization to prevent substance abuse.
    - [https://extension.purdue.edu/opioids/](https://extension.purdue.edu/opioids/)

- Skills for Success with the Manufacturing Extension Program
  - Delivering programs in prisons
  - Delivering programs in treatment centers

Future Innovations

• New Partnerships
  – Community Colleges
    • Indiana Food Safety Center (Vincennes, Indiana)
    • Partnership with Vincennes University
  – Philanthropic Organizations
    • Lilly Foundation: Wabash Heartland Innovation Network
    • Markle Foundation: Skillful

• On-line delivery
  – Urban ag management certificate
  – Ag bio security
  – Co-parenting workshops
  – Pesticide application training

• Ecosystem for workforce development
  – Broadband deployment
Extension and Workforce Development

- For over a century, Cooperative Extension has been America’s workforce development network.
- A 21st Century refresh is underway – new programs, new partners, new opportunities
- Extension provides all ranges of trainings, for all ages of our population, in all of our communities.

Build the Most Productive Workforce the World has Ever Seen
Transformational Education

Food Safety

Leadership Development

Energy

Agriculture

Water Conservation

Civic Engagement

Cooperative Extension

Urbane

Rural

Urban

National Network

Local Access

Part of Land-grant University System

Online

Train the Trainer

Seminars

Ask-an-expert

Finding Tools

Disaster Preparedness

Forestry

All 50 states

District of Columbia

U.S. territories

Healthy People

Community Economic Vitality

4-H Youth Development

Weinbergs

Small Business

Family Well-being

Horticulture

Learning Tools

Civic Engagement

Leadership Development
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