

Cooperative Extension: Forward Together

nEXT Generation Proposed Model
June 1, 2017

Relevant. Flexible. Digital.



Our Mission

Purpose:

Cooperative Extension embodies the *Wisconsin Idea* by partnering to develop and connect the research and educational resources of the University of Wisconsin System with residents and communities to address local, statewide and national issues.

Goals:

Cooperative Extension facilitates positive change to support:

- Thriving youth, families, organizations and communities
- Stronger economies
- Resilient and productive environments
- Food safety, food security and health

Long-Standing and Relevant Local Partnerships



In 1912, the first county agent was hired as a county agriculturist in Oneida County.



Extension helped with the rural electrification program, bringing federal loans for cooperative power lines to some 5,500 farms in 1937 alone.



Today's 4-H programs focus on science, technology, engineering and math (STEM).

Realities: A Quick Recap

- We recognize the **increasing pressures** on all sources of public funding
- With uncertainty of funding from federal, state and local budgets, a reorganization of Cooperative Extension was necessary to remain relevant

Cooperative Extension Budget Cut:

- More than a decade of decreasing funding for UW System
- \$250 million cut to the University of Wisconsin System in the 2015-2017 biennial budget
- \$3.6 million reduction to Cooperative Extension
- Includes \$1.2 million reduction to Cooperative Extension's county programming efforts

Maintaining What Works

- A **local office** with a **team of educators** who live and work in your county and provide support in the areas you've traditionally funded
- **Responsive leadership** with a vested interest in your county's needs
- **Collaboration** with Cooperative Extension leadership to set priorities and determine programming mix and staffing levels
- **Input** on key local personnel decisions

New Delivery Model

- **Increased efficiencies** within and across counties without substantial decreases to program access
- **Streamlined operations and administrative structures** to better align with organizational goals
- Creates **flexible** frameworks to respond to emergent issues and external policy changes

Increased Efficiencies

- The ability to dedicate resources to the programming areas that serve the **county's priorities**
- Expanded access to a network of UW funded **place-based** faculty and academic staff who can augment, expand or enhance your existing program offerings
- Better access to **university research and specialists** to improve local projects, empower existing staff and increase impact with your key constituents

Streamlined Operations and Structures

- A dedicated area advocate (Area Extension Director) whose primary job is to **understand your county's unique programmatic needs, culture and administrative structures**
- The Area Extension Director is **100% funded** by Cooperative Extension
- Clear processes for identifying and leveraging shared resources to ensure an **optimal mix** of staff capacity and program reach within the constraints of your budget
- More **local decision making** due to simplified oversight structures (area leaders with multi-county responsibilities smaller than former regions)

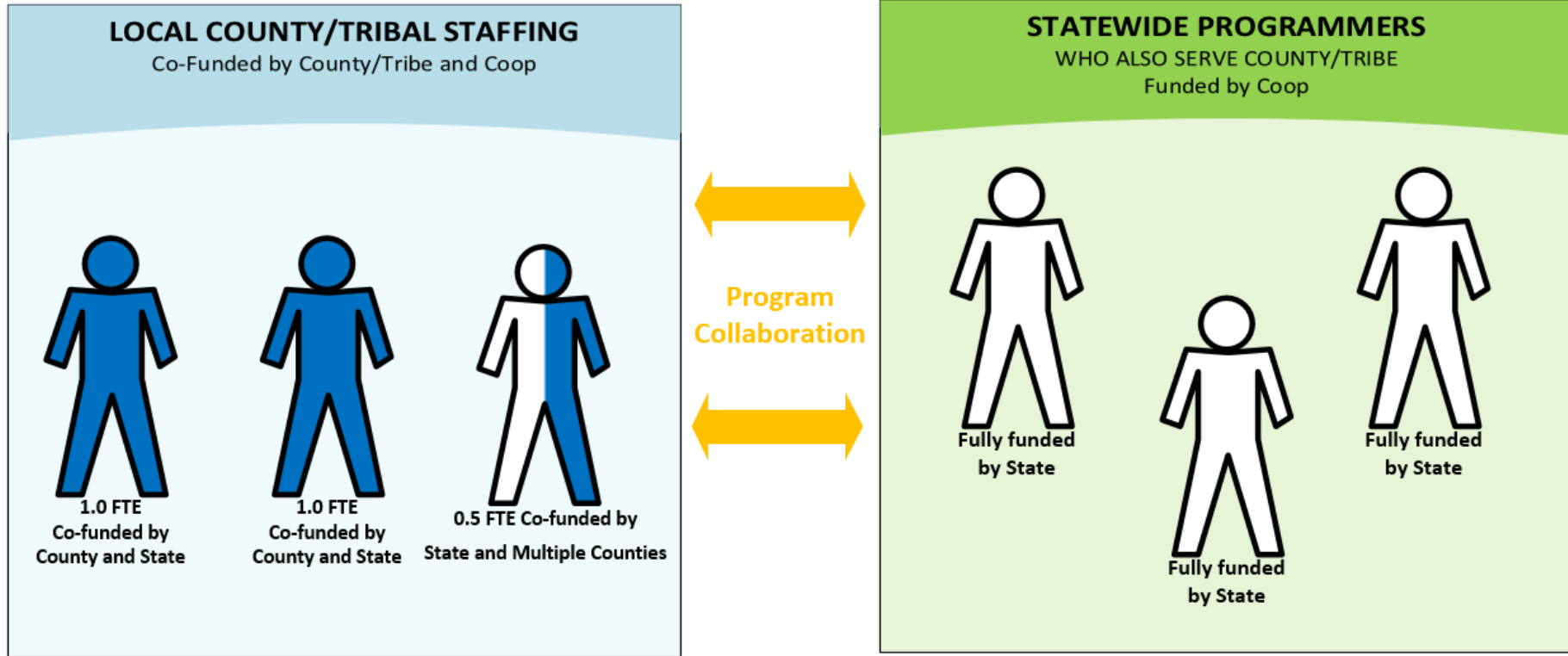
Flexible

- More **choice** in how programs are staffed and delivered – matching needs with qualifications
- Ability to **customize** your delivery mix to include specialist and outreach program manager support, especially relative to new, emerging or high-priority topics
- More opportunities for **collaboration** across counties when mutually beneficial (expanded access to new programming)

Financial Cost Sharing

- A **simplified fee structure** based on **flat fees** that won't need to be renegotiated for every minor personnel change
- More **predictability** in the rates you pay for the support you receive
- **Calendar year budgeting** to better coincide with county policies

Service Delivery Example

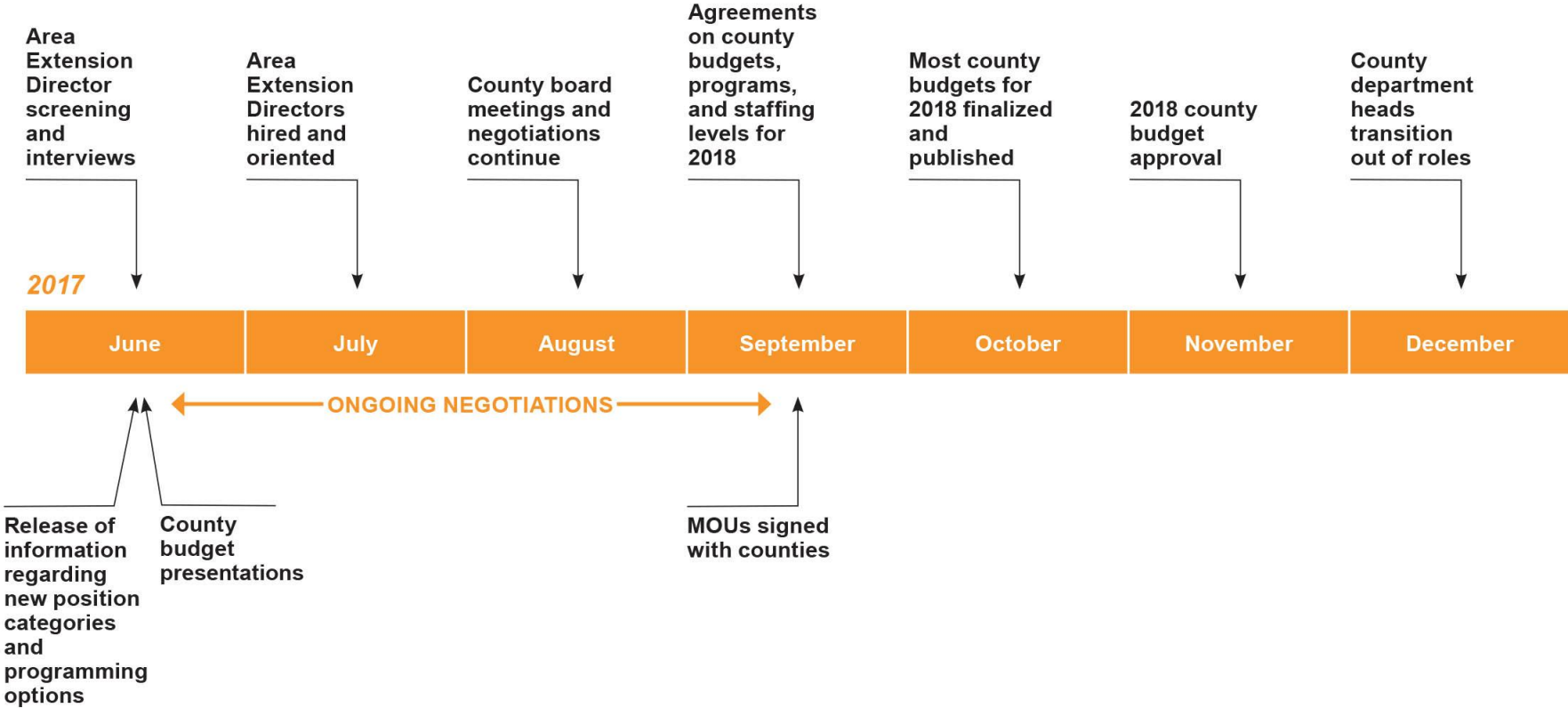


Examples: Youth and Families Educators, Communities Educators, Natural Resources Educators, 4-H Program Coordinators, Agriculture Extension Educators, Farm Management Educators

Examples: Cranberry Extension Specialist, Natural Resource Outreach Programmers, Broadband Extension Specialist, Food Safety Outreach Programmers, Dairy Extension Specialists, FoodWise Staff

Timeline

Key Milestones:



Thank you.