INTRODUCTION

2010 has been a great year for the eXtension Initiative marked by the accomplishment of many important milestones, including:

- A successful National Virtual eXtension Conference with more than 700 attending and an additional 400+ downloads of keynote and critical conversation recordings.
- More than 300 Community of Practice members and others attended the National CoP Workshop and over 100 joined via the Web cast of specific presentations.
- 12 Communities of Practice (CoPs) launched; 14 new CoPs formed and working; 16 Certified CoPs.
- 3 new professional development Communities of Practice working: Evaluation, Brand Value, and Public Deliberation.
- Joining the Military Families Partnership supported by The Office of the Deputy Undersecretary of Defense Military Community and Family Policy and USDA/NIFA.
- Even greater involvement by CoPs in social media including Facebook, Twitter, YouTube, Flickr, and others.
- CoP members report enhanced teamwork and professional contacts, increased utilization of new tools and technologies, and achieving broader content and outreach as a result of their work in eXtension.
- Enhanced engagement with audiences have resulted in CoPs documenting behavior changes and impacts of their programs in eXtension.
- 2010 site visits on www.extension.org increased by 19 percent over 2009.
- Growth in eXtension IDs to more than 14,600 CES employees.
- 66 new Moodle courses for the public, of which 33 have launched; 60 new professional development Moodle courses created, of which 18 have launched.
- Further expansion and sharing of metrics through State and Institutional Reports and Overall eXtension Metrics Report to communicate the public use of eXtension.
- Increased development of evaluation resources for CoPs and sharing of evaluation results.
- Enhancement of the IT infrastructure to support content development and organic approaches to community building.
- Continued work on Phase III of Be, Grow, Create using state Institutional Teams for better local implementation.

2010 MILESTONES

eXtension continued to build upon milestones developed through strategic planning in 2008. These milestones also serve as the overarching outline for this 2010 Return on Investment document:

- Empowering Cooperative Extension System Employees
- Adding and Supporting Communities of Practice
- Improving Services to Our Customers
- Content Development and Support
- Transparency and Accountability
- Fundraising and Partnerships
EMPOWERING COOPERATIVE EXTENSION SYSTEM EMPLOYEES

A continuing goal for eXtension has been to empower Cooperative Extension employees through leadership, professional development, engagement with peers nationwide, and, of course, the opportunity to improve service to existing and new audiences. In 2010, eXtension focused on developing interest and engagement of its Ask an Expert (AaE) feature through identification, training and recruitment of Question Wranglers within each state/institution. In 2010 changes were made to how Institutional Teams worked including moving from quarterly to monthly web conferences for sharing more information, more often, on more topics but with a special focus on how institutions were working to integrate eXtension into their regular work.

Institutional Teams were also used to encourage states without a Question Wrangler to find one and regular updates on the AaE Question Wrangler status were provided for Institutional Team members at their monthly web conferences. A greater linkage between the important work of Institutional Teams and success within a state/institution was created for Directors/Administrators at every opportunity as they worked toward the goals of increasing use of eXtension resources by Extension faculty and communicating an expectation that local employees engage with online audiences.

eXtension hosted a “virtual” national conference October 18-20, 2010 as a followup to the excellent 2009 National eXtension Conference. The National eXtension Virtual Conference featured 3 keynote speakers (Lee Rainie, Pew Internet & American Life Project; Harold Jarche, Jarche Consulting & the Internet Time Alliance; and Nancy White, Full Circle Associates) and 20 concurrent “conversations” around the theme of working differently. More than 700 persons attended the conference; more than 2,400 chats & tweets were recorded during the sessions; and as of 11/1/10 more than 400 persons had viewed recorded sessions.

A special effort was made in 2010 to highlight CoP successes in each issue of the monthly eXtension UPDATE as well as, when appropriate, the monthly Institutional Team web conferences. Both general highlights of work done by CoPs as well as best practices by select CoPs were featured. Communities of Practice were featured, as appropriate, at various Extension association meetings, professional society meetings, and other opportunities to encourage both CoP participation as well as public interaction with eXtension.

eXtension’s Virtual News Room (VNR) continues to highlight news in areas where CoPs are working by mining stories from the land grant system and posting them within the eXtension content structure. Approximately 350 news stories from an average of 35 different institutions are posted to the VNR every month supplementing the excellent content provided by CoPs.

eXtension continues to share its story both within and outside Cooperative Extension. eXtension exhibited and/or presented at 11 national conferences, conducted 4 national web conferences, published 12 eXtension UPDATES, and 8 To The Point (monthly briefs targeted to Deans/Directors) emails. eXtension also updated it’s Communications and Marketing plan, revised it’s public exhibit and brochure, and developed eXtension templates for Facebook and Twitter for use by eXtension and CoPs. In October 2010 eXtension began a relationship with Meltwater Press, a national media relations data firm, to help target news and media releases on new launches and eXtension content.
eXtension professional development took on a new look in 2010 with the creation of LEARN at http://learn.extension.org to provide one place to see planned and recent eXtension-provided professional development for anyone in Extension. The site includes the web conference address, recording link, session description and more. More than 2,200 participants viewed 78 sessions live in 2010 and more than 3,800 recorded sessions were viewed. Popular topics included Google Wave (150), Web Accessibility (128), Social Tools (100), eXtension Brand Value (97), Taming Twitter in 140 Characters (82), Harnessing the Power of Blogs (78), and Social Media in Agriculture (53).

In an effort to have more people helping to find the “right” person to answer questions submitted from the public eXtension site, Question Wranglers were recruited from each state. At this time we have 58 Question Wranglers from 30 states. Monthly Question Wrangler Meetups give eXtension Question Wranglers an opportunity to talk together, ask questions of one another, and to see how new features work.

ADDING AND SUPPORTING EXISTING COMMUNITIES OF PRACTICE

eXtension signed a $2.5M cooperative agreement with the United States Department of Agriculture - National Institute of Food and Agriculture (USDA - NIFA) in partnership with The Office of the Deputy Undersecretary of Defense Military Community and Family Policy (MC & FP). Kyle L. Kostelecky, formerly a Family Life Extension Specialist, Intergenerational Programs, Human Development & Family Studies, Iowa State University was hired to serve as Project Leader; Anne Adrian, State Extension Technology Specialist, Alabama Cooperative Extension, Auburn University was hired as a Social Media Strategist to support the project.

As a part of this new Military Families Community of Practice, forty-two states completed an environmental scan to identify Extension programs and activities serving both active duty and Guard and Reserve military families, child care, youth development, personal finance, work force development, and communities. 189 programs were reported and 850+ individual, professional & organization partners were identified.

eXtension Military Families developed a Partnership Resource Site to provide an internal space to enhance Partnership collaboration and communication and house information for and by Military Family partners. A public web presence has been established and eventually will focus on content as a guide to engagement. Currently, defined concentration areas include: Personal Finance, Child Care, Strengthening Families & Youth Development, Food and Nutrition, Community Capacity Building in Support of Military Families, and Workforce Development. The resources will be developed utilizing a directed and targeted pilot study approach beginning with the Personal Finance and Child Care concentration areas. A Network Literacy Community of Practice is being created to focus on how networks are changing learning, working and communications, use social media effectively, and will assist the Military Families CoP and CoI with how to use social media and networks by offering professional development.

A national workshop for Communities of Practice was held in Austin, Texas June 2010. Over 300 people participated in the workshop. Many communities held work days before and after the workshop to facilitate the development of content. Over 60 sessions were presented at the workshop. Collaboration and cross-discussion occurred between CoPs in the development of content and in how to work more efficiently together.
A call for new Communities of Practice went out in 2010. Three Communities of Practice were awarded start-up funds: Wild Pigs, Farm Safety, and Enhancing Rural Capacity. Fifty-five Letters of Acknowledgement were submitted on behalf of proposals that were submitted to various USDA/NIFA competitive grant programs.

eXtension provided leadership funds to two Professional Development Communities of Practice (PDCoPs): Public Deliberation and Evaluation. This marks the first time funding has been provided to PDCoPs. eXtension merged the PDCoP application process into the regular CoP application process; the same procedure will now be used for all CoPs, regardless of intended audience.

Communities of Practice Approved in 2010
1. Precision Agriculture
2. Plant Breeding and Genomics
3. Sustainable Marine Fisheries
4. Building Healthy Communities
5. Military Families
6. Apple Rootstock
7. Teen Leadership
8. Invasive Species
9. Oil Spill
10. Animal Welfare
11. Wild Pigs
12. Farm Safety
13. Enhancing Rural Communities

Communities of Practice Launched in 2010
1. Home Energy
2. Wood Energy
3. Farm Energy
4. Community Planning and Zoning
5. Better Kid Care
6. Food Safety
7. Oil Spill
8. All About Blueberries
9. Cooperatives
10. Companion Animals
11. Grapes
12. Drinking Water

IMPROVING SERVICES TO OUR CUSTOMERS
Communities of Practice are moving quickly to engage users in the social networks in which their users participate online. Launched communities have been doing this for over a year now. Some highlights in 2010 include:

YouTube:
- HorseQuest: 1,600 subscribers, more than 865,000 total views
- eOrganic: 400 subscribers, more than 325,000 total views
- Imported Fire Ants: more than 184,000 total views
- Bee Health: 211 subscribers, more than 35,000 total views
- Others include: Companion Animals, Livestock and Poultry Environmental Learning Centers, Consumer Horticulture, Youth SET; Families, Food & Fitness
Facebook:
- Families, Food and Fitness: 640 fans
- eOrganic: 590 fans
- All About Blueberries, 330 fans
- EDEN, 179 fans
- Others include: Better Kid Care America, HorseQuest, Just in Time Parenting, Home Energy, Financial Security for All

Twitter:
- Just In Time Parenting: 1,050 followers including Children & Nature Network and Disney Family.com
- Livestock and Poultry Environmental Learning Centers: 900 followers including Pfizer and AgSense
- Families, Food & Fitness: 680 followers including Obamafoodorama, Newsweek, Parenting.
- eOrganic: 596 followers including Organic Farming Research Foundation, Eco-Farm, SlowFoodUSA
- Others include: Family Caregiving, Consumer Horticulture, HorseQuest, Map@Syst

A social media strategy was developed where eXtension.org is one point of access for Communities of Practice to provide the public with access to science-based information. However, Communities of Practice can increase this effect by using social media to help provide another or multiple points of access for people to discover eXtension information. Communities of Practice have found creating unique information and solutions, conversing in spaces where people are already discussing relevant issues, using social media platforms to share/host/organize visual media, hosting conversation spaces via social media, and then evaluating that social media work to be a critical part of their use of resources to meet Community of Practice goals. Regarding evaluation, Communities of Practice will need to continually expand their learning to help their audiences discover and learn new things, listen to the types of knowledge they are seeking, act to provide this information to meet their needs, reflect to see if these methods for conversation are received by the audience effectively, and adjust depending on an the audience’s response (individual or collective).

Image uploading to the Ask an Expert application was implemented in June, 2010. This new feature allows people to add images when submitting their questions. The image upload capability was also added to Ask an Expert widgets. They can also submit additional images in any Ask an Expert follow-up responses. A new cleaner and easier to use design for the Ask an Expert public form was unveiled at the same time.

Enhanced geo-location abilities were added to both the Ask an Expert form in the www.extension.org site and the Ask an Expert widgets, giving more precise location reporting and improving location-based routing. Improvements were made to the handing-off of questions to Question Wranglers, expert routing, and user-generated interface capabilities of Ask an Expert widgets.

Additional enhancements included time zone support, commenting, email notifications and vacation notifications, discover-ability routing to experts and Question Wranglers, and more flexible and powerful widgets.

An Application Programming Interface (API) was developed and released in 2010 allowing eXtension’s partners to write custom applications that use the data
within the eXtension databases. Two APIs were developed, one for extracting data from the public profiles database in the eXtension developed People application, and the other for creating enabling enhanced sharing of content on partner web sites. To date, there are three states (California, Iowa, and North Carolina) and the CYFERNet project taking advantage of the new API capabilities.

The user interface (UI) for the eXtension public web site was redesigned to better expose content and accommodate the growth of Communities of Practice. The layout design and usability changes were incorporated with the help of the Content Management Board, and others. All eXtension web sites were optimized for display and delivery on smart phones and mobile browsers. Changes were made to the eXtension public site to accommodate additional Communities of Practice, enhance ease of use and navigation, and improve automatic geolocation detection. Additional software services were purchased to better pinpoint users’ exact location when visiting eXtension Web sites.

The number of courses available for enrollment on eXtension’s two Moodle sites (campus.extension.org and pdc.extension.org) increased from 132 to 194, while the number of courses under development increased from 151 to 154. The courses offered on the two sites were authored by more than 230 Extension faculty members from 33 states and NIFA. Of the courses available for enrollment, 73 are providing certificates for course completion. The primary public facing site, campus.extension.org, nearly doubled from 3,500 users to more than 6,500 users.

eXtension also added other improvements to its infrastructure in 2010 including:

- eXtension Custom Search Engine - search.extension.org
- eXtension Google Apps for Education
- Drupal Content Management System - create.extension.org
- Military Families Website - militaryfamilies.extension.org
- Content Widgets - widgets.extension.org
- Learn - learn.extension.org
- Enhancements to eXtension’s Second Life presence

**CONTENT AND DEVELOPMENT SUPPORT**

Brain Traffic, a third party contractor, helped eXtension conduct a qualitative content appraisal to thoroughly evaluate Communities of Practice (CoPs) content. An in-depth report focused on key aspects of the eXtension content strategy and identified trouble spots and provided recommendations for improvement. The outcome establishes a process by which eXtension CoPs can conduct their own content appraisals using the guidelines and tools developed with Brain Traffic.

In reviewing 180 pages of content (from both HorseQuest and Family Caregiving Communities of Practice) Brain Traffic found a lot of good, useful content. They did note the content analyzed doesn’t fully make the best use of the web as a medium, but as CoPs work to make eXtension content more effective, they are starting from a good position, with clear and useful material.

eXtension decided to implement Drupal as its content management system (CMS). Drupal is a open source software package that allows anyone to easily publish, manage and organize a wide variety of content. Many of our institutions are using Drupal to power an endless variety of sites. An implementation team was formed composed of eXtension staff and stakeholders to develop a timeline for implementation, the steps required for implementation, resources required, processes for transitioning content from the existing CMS to Drupal, and support strategies for Drupal once it's implemented.
The Youth Ambassador pilot is being deployed with one pilot youth participant through the Map@Syst CoP. The goals of the program are to explore opportunities for youth to participate professionally with Cooperative Extension in exploring the process of peer collaboration and scholarly content creation. The Collaborate Wiki area has a Youth Ambassador content area in which the pilot youth can work and also work with others to develop new information, contribute to articles, and explore aspects of eXtension. The pilot youth participant has also worked with CoP members on monthly workdays, and contributed to Ask an Expert as a Question Wrangler. Participation in the pilot program will conclude in June 2011.

TRANSPARENCY & ACCOUNTABILITY

eXtension continues to grow steadily in web activity since its launch in 2008. In 2010, eXtension had:
- 5,610,168 pageviews (15% percent increase from 2009)
- 2,436,163 unique visitors (16% increase from 2009)
- 2,896,386 visits (19% increase from 2009)
- 83% are coming to eXtension as new visitors (2% decrease from 2009); 17% are return visitors (2% increase from 2009)
- 75% are coming to eXtension via search (1% decrease from 2009); 25% from Google (same as 2009)
- 10% are coming to eXtension via direct traffic—clicked a bookmark or typed in the eXtension site url (43% increase from 2009)
- 15% are coming to eXtension via a referring site—another site with an eXtension link (28% increase from 2009)

The top 10 states, by visits to eXtension, in 2010 were:
- California—182,390 (18% increase from 2009)
- Texas—153,208 (20% increase from 2009)
- New York—143,780 (19% increase from 2009)
- Florida—96,635 (19% increase from 2009)
- Illinois—83,623 (18% increase from 2009)
- Pennsylvania—79,707 (15% increase from 2009)
- North Carolina—75,781 (16% increase from 2009)
- Ohio—72,574 (13% increase from 2009)
- Georgia—68,751 (15% increase from 2009)
- Michigan—66,589 (18% increase from 2009)

Two metric reports that demonstrate the successful reach, use, and coverage of eXtension are developed and posted to the wiki every six months (January and July): State and Institutional Reports are intended to keep states and institutions informed of eXtension activity that can be reported by state and institutions. The report includes state and institutional metrics from the eXtension public website (visits, pageviews, cities visiting, average pageviews per visit, average time on the site, and the percentage of new people visiting the site), metrics on Frequently Asked Questions (FAQ) from states and institutions, as well as individuals with eXtension ID’s and their membership in Communities of Practice (CoP) from states and institutions. The Overall eXtension Metrics Report summarizes data that highlights the continuing evolution and growth of eXtension. The data in this report represents a snapshot of the breadth and depth of eXtension at one point in time, with growth data as appropriate.

eXtension’s Scholarship Metrics will be a resource page that will provide individual access to eXtension metrics for tenure and promotion and annual faculty reports on a periodic and regular basis. While we had anticipated its release in 2010, due to a turn over in the support position responsible for creating the reports, we were not able to complete it. We fully anticipate having this resource available in 2011.
The CoP Evaluation Guide is being significantly revised and updated to provide evaluation information and resources for CoP’s. The new guide will be released in 2011. An evaluation contacts listserv/CoP is used to communicate and share information with all evaluation contacts (i.e., the CoP Evaluation Guide) on a regular basis. Quarterly meetings of evaluation contacts have been held in conjunction with the Content Management Board meetings. Efforts continue to communicate with CoPs to identify an evaluation contact and to develop an evaluation plan. One professional development session was conducted on markers for success for CoP evaluation. Professional development sessions on CoP evaluation are being scheduled for 2011 and will include highlighting successful CoP evaluation efforts.

Continued work with the further development of the internal Evaluation CoP. This effort was adopted as a project by the Extension Evaluation Education Topical Interest group of the American Evaluation Association. The CoP met face-to-face in 2010 and developed a plan to publish FAQs, become involved in AaE, publish articles and Moodle courses on evaluation, provide webinars, institute chat sessions for program evaluation assistance, and develop a social media presence on Facebook and Twitter.

CoPs have continued to evaluate their content on the public website in 2010. Of the 34 CoPs who have launched materials to the public website, 30 (88%) have identified evaluation contacts (up from 25 in 2009). Six CoPs who have not launched have identified evaluation contacts, for a total of 36 (62%) out of the 58 current CoPs. Of the 34 launched CoPs, 22 (65%) have conducted some type of evaluation or assessment activity (up from 18 in 2009). In addition, two CoPs who have not yet launched have conducted some type of assessment activity, for a total of 24 (41%) out of the 58 current CoPs.

eXtension continues to seek impact for its work and Communities of Practice are documenting outcomes and impacts of their eXtension efforts:

- **The eOrganic CoP** conducted 18 webinars in 2009/10, in which 1,336 individuals participated, and 199 completed a webinar evaluation. Eighty-two percent intended to apply the knowledge gained in the webinar and 92% would recommend the webinar to others.

- **The HorseQuest CoP** delivers an e-Tips newsletter to 4,550 subscribers per month. One-hundred five individuals completed a newsletter evaluation. Thirty percent indicated making a change in their horse management operations. If 30% (1,365) of the individuals receiving the newsletter made one change that resulted in a $1,000 savings/benefit in their horse operations, the value of this change would be $1,365,000.

- **The Families, Food and Fitness CoP** embedded a link to a survey on all their public website pages. So far 154 have completed the survey. Eighty-two percent indicated the interactive tools to be extremely useful and very useful, 54% lost weight, 34% lost inches, 56% started exercising more, 70% improved their diet, and 56% ate less as a result of the content on the eXtension public website.

- **The Livestock and Poultry Environmental Learning Center CoP** conducted 52 webinars through 2010 with 6,317 participants. Seventy-nine percent (1,445 of 1,829) increased knowledge (for 26 webinars), the average viewer indicated influencing the decisions of 180,000 producers per year, and 50% of livestock and poultry producers reported that they implemented one or more new practices to protect air or water quality.
In 2010, eXtension continued its Transformation Evaluation Project, studying the transformative effects of eXtension on Cooperative Extension, identifying what Extension staff are doing differently as a result of eXtension. Based on the data acquired through interviews and reports, without question, eXtension is having a transformative effect in changing the manner in which these individuals do their Extension work. Key transformative themes and effects that emerged from the two data sets included: enhanced teamwork and professional contacts, increased utilization of new tools/technologies and broader content and outreach.

A stakeholder evaluation was conducted to help inform the 2010 eXtension Progress Review and the updating of the Strategic Roadmap. The goal of the evaluation was to produce an objective, fact-based, and insightful review of eXtension’s progress and performance. The stakeholder evaluation included 14 one-hour telephone interviews involving a representative group of eXtension stakeholders, and an online survey that 743 people returned (based on 14,000 eXtension ID’s, the return rate was 5.3%).

A 2010 eXtension Progress Review Panel has been formed to evaluate the progress eXtension made in 2010 and to share its findings with Extension directors/administrators and other important stakeholders.

**INCREASING FUNDING AND PARTNERSHIPS**

Fundraising for eXtension remains a priority. In terms of money received, more success has been realized in developing partnerships with federal departments and agencies rather than within the private sector. As a result, the Corporate Development Officer’s contract was not renewed and a decision was made to pursue hiring a private firm that could offer multiple resources to assist the Foundation with financial development. To date, two firms have been interviewed and the decision to hire a firm is pending the completion of a new Strategic Roadmap in early 2011. Meanwhile, we continue work with potential sponsors and partners.

Several sponsors have renewed support including Land O’Lakes Purina and Critter Control. eXtension completed its work with the Financial Industry Regulatory Authority - FINRA to establish an Online Investor Education for Farm Households Program.

The eXtension Foundation, Alabama Cooperative Extension, and Bonnie Plants, a national nursery supply company, signed a cooperative agreement to develop a custom Ask an Expert widget to be installed on the Bonnie Plants corporate website. Alabama Cooperative Extension is receiving $57,440 annually to support a full-time horticulture specialist to answer questions coming through the custom widget. This is an example of eXtension positively leveraging a member’s local partnerships.

eXtension has also made contact with a number of private foundations and potential partners including Nationwide Insurance, Cisco Foundation, Walmart, Kellogg Foundation, John Deere, Monsanto, the Bill and Melinda Gates Foundation, AFLAC, and many, many more.

eXtension developed policies on partnerships and level of giving guidelines as well as a shared recognition policy for sponsors, partners and local grants and contracts.
As noted earlier, eXtension was included in a number of NIFA competitive grant programs in 2010. As a result 55 different groups included eXtension in grant proposals. Following is a breakdown by grant program:

- Specialty Crops Research Initiative (SCRI) - 2
- Sustainable Agriculture Research and Education (SARE) - 1
- Organic Research and Extension Initiative (OREI) - 2
- Pest Management Alternative Program (PAMP) - 1
- Risk Avoidance and Mitigation (RAMP) – 2
- Agricultural Food and Research Initiative (AFRI) - 47 (39 CoP enhancements, 8 new CoPs)

eXtension met with Senate staff members in July to describe eXtension progress and to thank them for their continuing support. As a result, Senate staff asked that eXtension send them the monthly To the Point newsletter prepared for directors/administrators. eXtension information was left with House staff members.

The eXtension Foundation executed a $100,000 contract with UT Battelle in support of the Home Energy Community of Practice. The contract helped the Community of Practice to aggregate content, staff the Community of Practice and launch public resources. A second contract proposal for $117,500 is being currently being reviewed by DOE-UT Battelle.

eXtension was involved in a number of critical discussions in 2010 with organizations involving global and international partnerships:

- Information and Communication Technologies (ICT) Global and International Development Webinar
- United States Aid for International Development (USAID)
- Modernizing Extension and Advisory Systems (MEAS - USAID)
- Excellence in Higher Education for Liberian Development (EHELD – USAID)
- Collaborative Research Support Programs (CRSPS)
- United Nations Commission on Sustainable Development – Learning Center
- Asia-Pacific Economic Consortium (APEC)
- Peace Corps
- Tecnológico de Monterrey

**Partnerships & Sponsorships:**

- The Office of the Deputy Undersecretary of Defense Military Community and Family Policy (MC & FP)
- National Institute of Food and Agriculture – United States Department of Agriculture
- Department of Energy
- FINRA Investor Education Foundation
- Land O’Lakes Purina
- CHS Foundation
- Brookdale Foundation
- Critter Control
- The Cooperatives Foundation
2010 Budget Report:

2010 Financials - Projected Receivables
Date: 1-6-2010 (submitted AND approved by the eXtension Governing Committee on January 7, 2010)

Investment Estimates

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Grand Total: $315,000

Revenue Projections

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<td>2009 NTAE</td>
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<td>2010 NTAE</td>
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<td>Carry-Over (2009)</td>
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Grand Total: $3,552,500

2010 Financials - Projected Expenses

Forecast Summary

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</table>

Grand Total: $1,569,842 $1,515,000 $1,162,203 -

Planned Receivables: $4,267,500

Difference: $455
AWARDS

eXtension Community of Practice members and staff members were recognized throughout 2010:

The Association for Communications Excellence in Agriculture, Natural Resources and Life and Human Sciences (ACE) honored two eXtension staff at its annual conference in St. Louis, Mo. **Terry Meisenbach**, eXtension Communications and Marketing Leader received the ACE Professional Award and **Anne Adrian**, eXtension Military Families Social Media Strategist, received the ACE Pioneer Award for the Southern Region.

USDA’s National Institute of Food and Agriculture (NIFA) honored the eXtension HorseQuest Leadership Team members with a Partnership Award for their exemplary work and outstanding contribution in support of the USDA mission and for their positive impacts on agriculture.

**Betsy Greene**, University of Vermont and **Kathy Anderson**, University of Nebraska received the USDA/NIFA honor for Effective and Efficient Use of Resources, one of four award categories recognized at ceremonies held October 6, 2010 in Washington D.C. HorseQuest was one of the original eXtension Pioneer Communities of Practice and formally launched in 2008. Anderson and Greene lead a community of more than 100 educators and specialists developing content and programming in the area of equine science.

**Michael Lambur**, eXtension Evaluation and Research Leader, received the Outstanding Leadership and Service to the Extension Evaluation Profession award from awards chair, Dr. Nancy Franz, of the Extension Evaluation Topical Interest Group of the American Evaluation Association in November. This award is given for leadership and service in creating networks and gaining visibility for Extension evaluators.
Legally Secure Your Financial Future: Organize, Communicate, Prepare (LSYFF) web-based curriculum and eXtension website was honored with the Outstanding Educational Program award by the Association for Financial Counseling and Planning Education at the association’s national Annual Conference. LSYFF is a multi-state program led by University of Idaho Extension Specialist, Marilyn Bischoff, and developed by UI Extension educator, Beverly Healy with extension specialists, Elizabeth Gorham, South Dakota State University, Joanne Bankston, Kentucky State University, Debra Pankow, North Dakota State University, Jacque Miller, Colorado State University, Gail Gordon, University of Wyoming (retired), Cheryl Hardison, retired Iowa State University educator, and Kelli Jo Anthon, former CSREES program assistant. Former UI video specialist, Erik Anderson, designed the program’s consumer eXtension web site.

Team members in the photos (left to right) include Joanne Bankston, Kelli Jo Anthon, Marilyn Bischoff, Jacque Miller, and Elizabeth Gorham. Missing team member are Beverly Healy, Debra Pankow and Cheryl Hardison, who were unable to attend the Awards ceremony.
GOVERNANCE AND STAFFING

eXtension Governing Committee
Keith Smith, Chair, North Central Region
Jimmy Henning, Vice Chair, Southern Region
Rick LeVitre, Secretary, Northeast Region
Dalton McAfee, Treasurer, 1890’s
Karen Hinton, Western Region
Tom Coon, ECOP Program Subcommittee
James Wade, APLU
Greg Crosby, NIFA

eXtension Foundation Board of Directors
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TELLING THE eXtension STORY

eXtension continues to share at conferences and meetings throughout the country. eXtension staff and many Community of Practice members have staffed exhibits, prepared and delivered presentations and speeches to the following entities or meetings:

- Agricultural and Natural Resources Extension Professionals (ANREP)
- American Evaluation Association (AEA)
- American Society of Horticultural Scientists (ASHS)
- Association for Communication Excellence (ACE)
- Association of Public and Land Grant Universities (APLU)
- Association of Southern Region Extension Directors (ASRED)
- Association of 1890 Extension Administrators (AEA)
- Council for Agricultural Research, Extension, and Teaching (CARET)
- Children, Youth and Family at Risk (CYFAR)
- CSREES Water Quality Meeting
- Department of Defense Family Readiness Conference
- Department of Energy State Energy Advisory Board Meeting
- Extension Disaster Education Network (EDEN) National Meeting
- Global Environment & Technology Foundation (GETF)
- International Conference on Precision Agriculture
- Iowa State University Extension Office Assistants’ Annual Conference
- Iowa State University - ICTs in Support of Revitalizing Extension and Advisory Services: Opportunities and Challenges
- Journal of Extension
- Louisiana State University
- National Agricultural Library (NAL)
- National Association of Counties (NACo)
- National Association of County Agricultural Agents (NACAA)
- National Association of Extension 4-H Agents (NAE4-HA)
- National Extension Association for Family and Consumer Sciences (NEAFCS)
- National Extension Directors and Administrators (NEDA)
- National Extension Technology Conference (NETC)
- National Agricultural Research, Extension, Education and Economics (NAREEE) Board Meeting
- National Community of Practice Workshop
- National Institute of Food and Agriculture
- National Institute of Food and Agriculture - Integrated Grants Program
• National Institute of Food and Agriculture - Grantsmanship Workshop
• National 4-H Council
• National Plant Diagnostic Network (NPDN)
• Nebraska Association of County Extension Boards (NACEB)
• Northeast Region Extension Directors
• North Carolina State University - Extension Faculty and Staff Meeting
• North Central Urban Extension Conference
• North Dakota State University
• Ohio State University
• Oregon State University
• Priester National Extension Health Conference
• Public Issues Leadership Development Conference
• Southern Association of Agricultural Scientists (SAAS)
• Southern Region Program Leadership Network
• Southern Region Middle Management Conference
• United Nations
• United States Agency for International Development (USAID)
• University of Arizona
• University of Kentucky
• University of Missouri
• University of Nebraska
• University of Nevada, Las Vegas/Reno
• Virginia Tech
• Winrock International
• West Virginia State University
eXtension COMMUNITIES OF PRACTICE

- The A, B, C’s of Omega-3’s
- Agricultural Law
- All About Blueberries
- Apples
- Bee Health
- Beef Cattle Industry
- Better Kid Care America
- Brand Value
- Climate, Forest and Woodlands
- Community Health
- Community Planning and Zoning
- Companion Animals
- Consumer Horticulture
- Cooperatives
- Corn and Soybean Production
- Cotton
- DAIReXNET
- Diabetes
- Diversity Across Higher Education
- Drinking Water Issues
- Entrepreneurs and Their Communities
- eOrganic
- Enhancing Rural Capacity
- Evaluation
- Extension Disaster Education Network
- Extension Wildfire Information Network
- Families, Food and Fitness
- Family Caregiving
- Farm Energy
- Farm Safety and Health
- Feral Pigs
- Financial Crisis
- Financial Security for All
- Food Safety
- Freshwater Aquaculture
- Goats
- Grapes
- Home Energy
- HorseQuest
- Imported Fire Ants
- Invasive Species
- Just In Time Parenting
- Livestock and Poultry Environmental Learning Centers
- Map@Syst
- Military Families
- Network Literacy
- Niche Meat Processing Assistance Network
- Oil Spill
- Pesticide Environmental Stewardship
- Plant Breeding and Genomics
- Pork Information
- Precision Agriculture
- Public Deliberation
- Rangelands
- Small and Backyard Poultry Flocks
- Sustainable Marine Fisheries
- Teen Leadership
- Urban Integrated Pest Management
- Water Conservation for Lawns and Landscapes
- Wildlife Damage Management
- Wood Energy
- Youth SET for Life

Boldface indicates launched as of March 15, 2011
For more information about eXtension go to about.extension.org or visit our public website: www.extension.org.
eXtension:

- Fills program gaps, provides content, and engages people in programs that one single state may not be able to adequately address.
- Provides education the way a new generation of learners wants it, online, any time and anywhere.
- Provides access to system-wide news and information.
- Responds rapidly to immediate program needs, the most recent example being the Gulf Oil spill.
- Increases visibility of Cooperative Extension with Congress, the White House, in USDA, NIFA, and with government and non-government partners.
- Leverages Cooperative Extension program funding through grants, sponsorships, and private partnerships through Communities of Practice.
- Provides “best of the best” programming that any land-grant university member can use locally to improve programming.
- Engages customers with a national network of Cooperative Extension experts...they can ask a question and know they will receive a response they can trust.
- Brands content and programs locally, regardless of where and by whom the content was developed.
- Empowers people to network and collaborate with colleagues across the country through today’s technology.
- Reaches customers who may have little or no previous knowledge of the Cooperative Extension System.
- Uses scarce resources efficiently and cost effectively by sharing knowledge and expertise nationwide.
- Reduces duplication of effort in content development by increased collaboration across states.
- Empowers Cooperative Extension employees nationwide to explore web and social networking technologies to deliver educational programming in new ways.
- Refers customers to local county extension offices for immediate help and expertise.
- Transforms Cooperative Extension staff thinking when developing and delivering information and educational programs.
- Positions Cooperative Extension to deliver information and educational programming to the more than 60 percent of Americans using wireless mobile devices and the more than 66 percent of all adult Americans with high-speed Internet connections at home...numbers that continue to dramatically increase.