**2008 Financials - Projected Receivables**

*Date: 1-9-2007 (submitted to eXtension Governing Committee for approval on January 11, 2008)*

### Investment Estimates

<table>
<thead>
<tr>
<th>Source Amount</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>eXtension Foundation - Private Gifts</td>
<td>$150,000</td>
</tr>
</tbody>
</table>

*the percentage of grants/contracts coming to eXtension*

### Revenue Projections

<table>
<thead>
<tr>
<th>Source Amount</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutional Contributions (estimate)</td>
<td>$2,100,000</td>
</tr>
<tr>
<td>NTAE - 2006 (New Technologies for Ag Extension - federal)</td>
<td>$12,000</td>
</tr>
<tr>
<td>NTAE - 2007</td>
<td>$712,800</td>
</tr>
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<td>NTAE - 2008 (estimate)</td>
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</tr>
<tr>
<td>Carry-Over from eXtension (2007)</td>
<td>$165,000</td>
</tr>
</tbody>
</table>

$3,702,600

**Grand Total:** $3,852,600
2008 has been a great year for the eXtension initiative marked by the accomplishment of many important milestones, including:

- The National Launch of eXtension, February 21 & 22 at the National Ag Outlook Forum in Washington, D.C.
- New strategic plan developed for 2008-2011
- 7 new Communities of Practice launched; 18 new CoPs identified and working
- Establishment of new internally-focused CoPs
- Moodle courses developed to support CoP development and online professional development courses
- Further expansion of evaluation metrics, CoP evaluation tools, and sharing of Infometrics to communicate public use of eXtension
- Launch of a new, more integrated Web interface with the ability of people to comment about and rate content and programs (www.extension.org)
- Expanded funding provided by eXtension’s corporate sponsors
- eCommerce services to support charitable donations and payment for online courses
- Enhancement of the IT infrastructure to support content development and organic approaches to community building
- Expansion and new partnerships in our online professional development program focusing on eXtension programs and services, new technologies and social networking
- Development and execution of Phase II of an internally-focused campaign, Be, Grow, Create, to inform and increase participation in eXtension
- Growth in eXtension IDs (contributors)
- Quadrupling the amount of eXtension content
- Expanded presence via exhibits and briefings at the Galaxy III conference in Indianapolis
- Receiving a USDA Secretary’s Honor Award in October 2008
- Establishment of financial task force
- Presenting a plenary session at NASULGC meeting
2008 MILESTONES
With the development of a new strategic plan in early 2008 came a new set of milestones upon which eXtension was able to build. They serve as the overarching outline for this Return on Investment document and will be presented in greater detail in the document:
- Empower Cooperative Extension System Employees
- Adding & Supporting Communities of Practice
- Improving Services to Our Customers
- Content and Development Support
- Transparency & Accountability
- Funding & Partnerships

STRATEGIC PLANNING
2007 concluded the first strategic plan developed by eXtension and thus development of a new strategic plan became a priority for 2008. eXtension contracted with Russ Roberts, a Chicago-based management consultant and adjunct professor in the Kellogg Graduate School of Management in Northwestern University to lead the organization through a strategic planning process. Surveys, interviews, face-to-face meetings, and strategy sessions were all conducted under Russ’ guidance and leadership and the resulting Strategic Roadmap laid out a plan for 2008-2011.

With a focus on a shared vision of competitive advantage, commitment to success, and return on investment, the work done in strategic planning identified a number of critical success factors that then translated into action plans for the coming years. The action plan areas are found above and are used as the outline for this Return on Investment document. The process allowed staff and eXtension leadership the opportunity to delve deeply into processes and issues that needed to be addressed and raised new issues for further discussion and planning.

EMPOWERING COOPERATIVE EXTENSION SYSTEM EMPLOYEES
eXtension launched nationally on February 21, 2008 at the 2008 USDA Agricultural Outlook Forum in Washington, D.C. Ribbon cutting ceremonies included USDA officials, NASULGC officials, eXtension staff members, members of Congress, and the public. Nationally, Institutional Teams across the country organized local celebrations of the launch, displayed posters about the site, provided brochures and handouts to clientele, and, via Adobe Connect, were part of both the ribbon cutting ceremony and the Stump the Expert media panel event during the event. Sixteen CoPs, those launched at the time of the event, staffed exhibits at the meeting and also conducted 30 briefing room sessions open to all attending the Forum.
eXtension’s February launch provided a great boost for media visibility for eXtension in 2008. More than 13.3 million media impressions were recorded following the launch; 115 headlines in major media outlets featured eXtension. eXtension was featured in Inside Higher Education, the Los Angeles Times, Washington Times, and other national media. eXtension also provided media tip sheets on personal finance and parenting and used targeted blog advertisements to reach select web audiences.

eXtension has launched Be, Grow, Create Phase II, the next step in engaging the Cooperative Extension System and integration of eXtension into work life. Five pilot institutions have been identified to work closely with eXtension staff during the first quarter of 2009 to explore full integration of eXtension applications and tools for all staff members. Twenty more institutions will follow on April 1, 2009.

eXtension continued its presence at appropriate meetings (noted below in other listings) but in particular this year, had a great presence at the Galaxy III meeting in Indianapolis. eXtension Communities of Practice staffed 10 exhibits and conducted 11 briefing room sessions.

eXtension’s virtual news room, managed by Iowa State University, has seen steady growth in 2008 with 250-275 stories published every month. Nearly 40 institutions feed their news articles to the news room with a regular pickup of stories by national media.

The financial crisis of 2008 created interest in personal finance resources and eXtension Communities of Practice came together to create a virtual Community of Practice to coordinate vital resources on the financial crisis. A media packet and toolkit was prepared and disseminated system-wide; national media were engaged, and state and local media responded with stories and links to eXtension resources.

eXtension’s professional development offerings continued to broaden in 2008 with special focus on eXtension’s suite of tools, social networking applications, serving online audiences, and working differently. Fifty-six sessions averaging 21 participants were offered in 2008. eXtension also created a “learn” community to help foster greater involvement.

eXtension has chosen Moodle as its professional development learning environment and currently offers development and hosting space for various professional development activities. The Learn.extension.org site is available for courses by Professional Development Communities of Practice and, for institutions wishing to offer courses eXtension has the pdc.extension.org site. Currently, 72 courses are available or in development and 41 courses are state specific. eXtension is also working with the Southern Region Cooperative Extension Curriculum Project (CECP) to migrate 40 courses into this environment.
ADDING & SUPPORTING COMMUNITIES OF PRACTICE

2008 saw an increase in both launched and under development Communities of Practice. Needs-based Communities of Practice came to eXtension after being identified by each region. CoPs by application are those who bring their own funding to eXtension. The Renewable Resources Extension Act (RREA) provided funding for two new CoPs, and a virtual CoP was formed to respond to the financial crisis in late 2008:

- **2008 Needs-based CoPs**
  - Goat
  - Families, Food & Fitness
  - Drinking Water Issues
  - Sustainable Ag Energy
  - Wildfire Information Network
- **2009 Needs-based CoPs**
  - Aquaculture
  - Sustainable Shorelines
  - Food Safety
  - Water Conservation
  - Home Energy
- **CoPs by Applications**
  - Niche Meat Marketing
  - Better Kid Care America
  - Land Use Planning
  - Bee Health
  - Ag Law
- **CoPs with RREA funding**
  - Forest-based Bioenergy
  - Rangeland Stewardship and Health
- **Virtual CoP**
  - Financial Crisis

eXtension is also creating new internally-focused CoPs under the guidance of a Professional Development CoP. This CoP is led by a Steering Committee that worked to identify Extension core competencies through a survey under the auspices of the Extension Committee on Organization and Policy (ECOP). The first potential professional development CoPs to show interest are:

- Leadership
- Engagement
- Educational Programming
- Evaluation
- Impact & Accountability

eXtension once again conducted a national CoP meeting this year featuring Michael Wesch, a nationally-known speaker on Web 2.0 technologies and Andrew
Barnett of Fleishman Hillard an expert on Search Engine Optimization, as well as presentations by CoP members and leaders on relevant topics to content development, organization, and team building.

**IMPROVING SERVICES TO OUR CUSTOMERS**

Americans using the eXtension public web site were presented with several new improvements in 2008 including:

- New interface design, user interface testing
- Improved branding, especially related to local university affiliations
- Improved content management-flexibility
- Increased customer interaction with the opportunity to rate articles and insert comments about articles. These new tools provided enhanced Web 2.0 capabilities for eXtension.

Within eXtension, tools and services were enhanced to provide more features for engagement and integration into daily work. Within the “people.extension.org” application, the user interface was improved, user profiles were enhanced, the ability for community building was created, and more reporting functionality was built in. In the Frequently Asked Questions (FAQ) application a new design separated the FAQ from the Ask an Expert function and routing and filtering of questions were enhanced. More personalization and tagging of content within the application were also included. A new “widget”, Ask eXtension, was created and disseminated system-wide to bring more of the Ask an Expert functionality to individual local desktops.

eXtension has adopted Moodle as its environment for offering professional development courses to both internal and external audiences. This environment is OpenID enabled and uses Paypal for collecting course registration fees if needed. The site campus.extension.org supports the work of Communities of Practice. Twenty-six courses are now available and 13 more are in development. The site courses.extension.org supports state Cooperative Extension work. Seventeen courses are currently available with 58 more in development.

eXtension, as a part of its efforts to move toward more Web 2.0 applications, is developing communities in various existing social networks. eXtension has channels in YouTube and Flickr as well as communities in Facebook and Twitter. A very active community is built within the virtual environment Second Life.

**CONTENT AND DEVELOPMENT SUPPORT**

eXtension content development in 2008 included new CoP content offerings/services such as Community of Practice
profiles that featured basic information about the community as well as more detail quarterly about specific activities. The Content Management Board worked actively in 2008 to move content development issues forward for discussion by all Communities of Practice. Content discoverability has become more important to eXtension as the majority of eXtension visitors come via search. During 2008 eXtension has worked with content developers on developing content differently, redesigning and retooling content, thinking more like users of web content, analyzing keywords and phrases and linking strategies to improve discoverability though search engine optimization. eXtension’s content offerings have increased markedly in 2008. During 2008:
- 7,053 questions were answered in the Ask an Expert feature
- 6,411 Frequently Asked Questions were reviewed and published
- 35,178 total FAQs were part of the FAQ database
- 38,413 total pages were in the Community of Practice wiki
- 8,578 articles were reviewed and published
- 3,203 news articles were published
- 621 instructional videos were included

TRANSPARENCY & ACCOUNTABILITY

eXtension has shown steady growth in web activity since its launch in 2008. Web metrics from Google Analytics (November 1, 2007 to October 31, 2008) show:
- 2,694,097 pageviews
- 942,605 unique visitors
- 1,099,282 visits
- 85% coming to eXtension are new visitors; 15% are return visitors
- 76% coming to eXtension find information via search (62% from Google)
- eXtension visitors view an average 2.5 pages per visit

The top 10 Visits by state include:
- California - 64,206
- Texas - 53,739
- New York - 47,255
- Illinois - 34,189
- Florida - 33,594
- North Carolina - 32,471
- Pennsylvania - 31,789
- Ohio - 27,571
- Minnesota - 24,778
- Georgia - 24,468

As a part of ongoing research and evaluation processes in eXtension, Communities of practice have worked on evaluations of content and users during 2008. Financial Security for All, HorseQuest, Entrepreneurs, and Livestock and
Poultry Enterprises Learning Center all conducted evaluations and found that their information is useful, learning/knowledge gain is occurring, and respondents anticipated using the information.

**FUNDING & PARTNERSHIPS**

eXtension’s Governing Committee reorganized the eXtension Finance Task Force in the Fall of 2008 with the intent to:

- Seek Agriculture and Food Research Initiative (AFRI) funding for eXtension as a significant program
- Explore opportunities in the reorganization of USDA & Farm Bill
- Seek opportunities to insert language favorable to eXtension in authorization and appropriation legislation
- Seek an increase in New Technologies for Agricultural Extension (NTAE) funding
- Pursue other federal partnerships
- Develop crosswalks between private & federal programs

During 2008 eXtension worked with USDA and others to integrate eXtension into CSREES grant programs. As noted earlier in this document, the Renewable Resources Extension Act (RREA) created two new Communities of Practice on Rangelands Stewardship & Health, and Forest-based Bio-energy. New grant language in the area of specialty crops and in the AFRI grants program was developed to support new CoPs or enhance existing CoPs.

In 2008, eXtension received the following sponsorships and grants from private organizations.

**eXtension Foundation Sponsorships and Grants**

<table>
<thead>
<tr>
<th>Sponsors</th>
<th>Associated CoP</th>
<th>Total of Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citi Foundation</td>
<td>FSFA</td>
<td>7,500</td>
</tr>
<tr>
<td>Bayer Environmental Science</td>
<td>Imported Fire Ants</td>
<td>10,000</td>
</tr>
<tr>
<td>Critter Control</td>
<td>WDM</td>
<td>5,000</td>
</tr>
<tr>
<td>Brookdale Foundation (RAMPO Trust)</td>
<td>Family Caregiving</td>
<td>10,000</td>
</tr>
<tr>
<td>Land O’Lakes (Purina)</td>
<td>HorseQuest</td>
<td>12,500</td>
</tr>
<tr>
<td>FINRA (GRANT)</td>
<td>FSFA</td>
<td>449,505</td>
</tr>
</tbody>
</table>

Total: $494,505

In 2008 eXtension continued to work toward more signed Institutional agreements. Currently 42 institutions have signed agreements and more than 4,700 individuals (out of 8,500+ eXtension ID holders) have signed.
AWARDS
On October 22, 2008, an eXtension team was awarded the USDA Secretary’s Honor Award in the category of Supporting the President’s Management Agenda and Civil Rights. The citation on the award reads: “For excellence in leadership and commitment to bringing Americans the best research-based, objective, and reliable information and educational resources 24/7/365 online through eXtension and the Cooperative Extension System.” The award, on behalf of the Cooperative Extension System, went to team members:

- Lavon L. Bartel, Maine;
- Paul D. Coreil, Louisiana;
- Dan Cotton, eXtension staff;
- Carla Craycraft, eXtension staff;
- Greg Crosby, CSREES/USDA;
- Elbert C. Dickey, Nebraska;
- Kevin J. Gamble, eXtension staff;
- Colien Hefferan, CSREES/USDA;
- Karen J. Hinton, Nevada;
- Lyla E. Houglum, Oregon;
- Betty Johnson, eXtension staff;
- David A. King, Oregon;
- Daniel E. Kugler, CSREES/USDA;
- Michael T. Lambur, eXtension staff;
- Lawrence A. Lippke, eXtension staff;
- L. Washington Lyons, North Carolina;
- Dalton H. McAfee, Mississippi;
- Terry Meisenbach, eXtension staff;
- Carl W. O’Connor, Wisconsin;
- Frederick J. Piazza, Louisiana;
- Adam Siegel, Illinois;
- Larry W. Turner (deceased), Kentucky;
- James C. Wade, NASULGC;
- Craig H. Wood, eXtension staff;
- Richard D. Wootton, NASULGC; and
- R. Stephen Wyatt, Missouri.
FINANCIAL REPORT

2008 Financials - Projected Receivables
Date: 1-9-2007 (submitted to eXtension Governing Committee for approval on January 11, 2008)

Investment Estimates

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<tr>
<th>Source</th>
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<tr>
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* the percentage of grants/contracts coming to eXtension

Revenue Projections

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<tr>
<th>Source</th>
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<tbody>
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* New Technologies for Ag Extension (federal)
* Nebraska and subcontracts

| Grand Total: | $3,852,600 |

2008 Financials

Forecast Summary

<table>
<thead>
<tr>
<th>Category</th>
<th>Labor</th>
<th>Grants / Expenses</th>
<th>Contract Services</th>
<th>Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive &amp; Business Admin</td>
<td>$241,051</td>
<td>$115,000</td>
<td>$180,000</td>
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<tr>
<td>eXtension Program Management</td>
<td>$619,766</td>
<td>$110,000</td>
<td>$260,000</td>
<td>$25,000</td>
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<tr>
<td>Information Technology</td>
<td>$552,781</td>
<td>$755,000</td>
<td>$132,000</td>
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<tr>
<td>CoP Support / Content Development</td>
<td>$127,000</td>
<td>$278,142</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Grand Total: | $1,414,099 | $1,164,500 | $1,248,634 | $25,000 |

| Planned Receivables: | $3,852,600 |
| Difference: | $367 |

| Grand Total: | $3,852,233 |

Planned Receivables: $3,852,600
Difference: $367
eXtension VOICES...
At the core of eXtension are the Cooperative Extension faculty and staff members from across the country who work in Communities of Practice to build content. Their work, from developing interactive educational resources to answering Frequently Asked Questions and Ask an Expert queries, is collaborative, innovative, and proving to be as rewarding professionally as it is challenging and stimulating. The following are but a few of the outstanding Community of Practice members and leaders who offer their comments on their eXtension work.

“eXtension demands a willingness to consider new perspectives about old ideas; to reconsider what we understand about knowledge and education and peer review. The pairing of a national, collaborative community of practice with a technological environment that is visible to all exacts a constant and purposeful consideration of every decision related to scholarship. As a junior faculty member, I have benefited from experiencing this open and rigorous process with veteran colleagues, and my professional capacity has been strengthened and enhanced. For me, eXtension represents great challenges--and great rewards.”

Deb Sellers
Assistant Professor & Extension Specialist
School of Family Studies and Human Services
Kansas State University

“I now have better access and relationships with other fire ant educators in other states. I have information from a wider range of experts (different points of view), and better access to their research information. That reflects back to my educational audience - I can give them much more information and different information.”

Molly Keck
IPM Program Specialist
Texas AgriLife Extension

“Working with the Financial Security for All Community of Practice has given me the opportunity to work with a wonderful group of professionals. This has met a great need for me because I am the only Extension financial management specialist at my University. Being a member of the FSA CoP has allowed me to be very productive and has kept me from feeling alone and overwhelmed.”

Nancy M. Porter
Extension Family Resource Management Specialist
Clemson University Cooperative Extension Service
“eXtension has allowed me to more easily collaborate with my colleagues in other states. We often see one another and interact socially at meetings but the eXtension Consumer Horticulture Community of Practice has given us a reason to truly work together. The formation of our community of practice has also facilitated development of a national leadership team for the Extension Master Gardener program. This has provided increased visibility of the EMG program at the national level and gives us a mechanism to development national partnerships with folks in the green industry. The opportunity to provide leadership for this group has been enriching to me both personally and professionally.”

Rick Durham
Associate Extension Professor
Department of Horticulture
University of Kentucky

“I believe communication skills (written, spoken, graphic, and production) are as vital as the content of Extension education, regardless of the environment in which it occurs. So, when I first heard about eXtension, I began thinking about how my communications expertise could be used in a virtual setting. Since that time, I’ve had the privilege to become involved in several communities and to be a leader in a few of the communities. Through my involvement, I’ve had opportunity to interact with experts in areas other than mine; develop new technical skills and enhance leadership skills; and reach audiences I would not otherwise. While working in eXtension’s virtual environment has its ups and downs, it is one of the most rewarding things I’ve been part of in my Extension career.”

Virginia Morgan,
Alabama Cooperative Extension
Auburn University

“eXtension offers an intermeshed linkage of resources. The site has rapidly become a “go-to” resource, one that I can point to or direct clients to for additional information. It is also a resource that I personally use for developing presentations, proposals, etc.”

Wayne Gardner
Professor of Entomology
University of Georgia
"The eXtension Just in Time Parenting team is my idea of a dream team -- a committed group of colleagues making exciting progress on our common goals. Just in Time Parenting is an outgrowth of years of parenting education fieldwork in many Cooperative Extension state and local programs. Since the 1970s age-paced parenting newsletters have been delivered to parents, offering them information about their child’s development, nutrition, health and safety, and other research-based information. Evaluations of these efforts revealed the age paced newsletter to be not only popular with parents, but also effective at increasing knowledge, encouraging confidence, and stimulating positive parenting behaviors.

eXtension brought together the team of parenting newsletter project specialists from around the country to accomplish a long-shared goal: to create a national Extension parenting newsletter series that could be disseminated across state lines, yet possess the same instructional strengths and researched-based information as state-based newsletters. Even better, the national newsletter could be brought to parents in a variety of formats, including online delivery.

None of these things could have been accomplished without the creativity and diverse talents and skills of the fabulous eXtension Just in Time Parenting team. eXtension provides us the framework and offers many technological tools that we did not have available before.

The eXtension framework has emboldened us to think broadly about Extension’s capacity to deliver cutting edge information and support to parents and families. We’re thinking of eXtension as the broad umbrella framework for delivering Extension’s best information and resources to families – at the most teachable moments -- when it can make the biggest difference in the lives of children and their families.

Our vision is to have Just in Time Parenting available to all parents – starting prenatally and extending through the school-age years. Thanks to eXtension and the Just in Time Parenting dream team, we are confidently moving forward in making our vision a reality."

Pat Tanner Nelson,
Extension Family & Human Development Specialist,
Department of Food & Resource Economics,
University of Delaware

"eXtension has created more interaction with others delivering content on the same topic."

Lawrence “Fudd” Graham
Research Fellow
Auburn University
“Diversity Across Higher Education” has encouraged me to be more creative and innovative in the approaches that I employ in sharing and learning about diversity. Working within the CoP has enabled me to expand the range of individuals, across disciplines throughout the nation, that I learn from and interact with. This opportunity has also given me first-hand access, not only to more scholarly content, but to the professionals who are responsible for the development. I have grown personally and professionally from this experience.”

Pamala Morris
Assistant Dean/Director of Multicultural Programs
Purdue University

“eXtension has broadened the clientele we serve, and has provided opportunity for us to educate clients previously not within our reach. For instance, fire ant information has become much more accessible to populations outside the fire ant infested area.”

Roberto Pereira
Agricultural Entomology & Nematology
University of Florida

“As a result of eXtension I have become more knowledgeable of the logistics and mechanisms of effective technology transfer...The site has expanded and provided more information on recent developments/materials, etc. that I would otherwise not learn on my own.”

Rufina Ward
Research Assistant Professor
Alabama A & M University
GOVERNANCE & STAFFING

eXtension Governing Committee
- Dalton McAffee, Chair, 1890 Region, through December 31, 2009
- Karen Hinton, Vice Chair, Western Region, through December 31, 2009
- Paul Bonaparte-Krogh, Northeast Region, through December 31, 2009
- James Wade, NASULGC, ongoing membership
- Keith Smith, North Central Region, through December 31, 2009
- Fran Wolak, Southern Region, through October 31, 2008; Jimmy Henning through December 31, 2010

Ex-Officio:
- Greg Crosby, CSREES, ongoing memberships
- Ivory Lyles, ECOP – Program Committee,

Director’s Council
- Western Region: Karen Hinton
- Northeast Region: Bob Schrader
- Southern Region: Ronald Brown
- 1890 Region: L. Washington Lyons
- North Central Region: Robin Shepherd
- Legal Representation: Steve Wyatt
- CSREES: Greg Crosby
- NASULGC: James Wade

eXtension Leadership Team:
- Dan Cotton
- Carla Craycraft (retired 2008)
- Craig Wood
- Kevin Gamble
- Terry Meisenbach
- Betty Johnson
- Michael Lambur
- Ashley Griffin
- Beth Raney

eXtension Staff
- Dan Cotton, Director
- Craig Wood, Associate Director - Content Development
- Kevin Gamble, Associate Director - Information Technology
- Terry Meisenbach, Communications & Marketing
- Betty Johnson . Corporate Development, .60 FTE
- Mike Lambur, Evaluation & Research
- Steve Wyatt; Amy Light Mills, Business and Legal Representation, .25 FTE
- Ashley Griffin, Content Design Leader
- Bethany Raney, Professional Development Leader
Financial Task Force
- Michael Ouart, lead co-chair, University of Missouri
- Paul Bonaparte Krogh, co-chair, University of New Hampshire
- Chuck Gay, Utah State University
- Clyde Chesney, Tennessee State University
- Paul Coreil, Louisiana State University
- Bob Schrader, University of Massachusetts
- Jorge Atiles, University of Georgia
- Jimmy Henning, Clemson University
- Keith Smith, Ohio State University
- Karen Hinton, University of Nevada-Reno
- Dalton McAfee, Alcorn State University
- Greg Crosby, CSREES
- Ivory Lyles, ECOP Program
- Ron Brown, ASRED
- James Wade, NASULGC
- Linda Benning, NASULGC
- Dan Cotton, eXtension
- Betty Johnson, eXtension

Advisory Committees
Communications & Marketing Advisory Committee
- Elaine Edwards, Kansas State University
- Scott Fedale, Washington State University
- Elizabeth Gregory, Texas A & M University
- Frankie Gould, Louisiana State University Ag Center
- Michael McLendon, Tennessee State University
- Virginia Morgan, Alabama Cooperative Extension
- Gloria Mosby, Prairie View A & M University
- Kersten Roan, Virginia Tech
- Lynette Spicer, Iowa State University
- Suzanne Steel, Ohio State University
- Holly Young, University of New Hampshire
Content Management Board

- Aaron Ebata, University of Illinois
- Alex Stone, Oregon State University
- Ben Jackson, University of Georgia
- Betsy Greene, University of Vermont
- Bo Beaulieu, Mississippi State University
- Chad Lee, University of Kentucky
- Debra Pankow, North Dakota State University
- Donna Amaral-Phillips, University of Kentucky
- Faith Oi, University of Florida
- Kathy Anderson, University of Nebraska
- Kathy Flanders, Auburn University
- Mary Brintnall-Peterson, University of Wisconsin
- Virginia Morgan, Auburn University
- John Nowatzki, North Dakota State University
- Pamala Morris, Purdue University
- Rick Durham, University of Kentucky
- Richard Koelsch, University of Nebraska
- Rick Rasby, University of Nebraska
- Scott Hygnstrom, University of Nebraska
- Todd See, North Carolina State University
- John A. (Tony) Cook, Auburn University
- Diane Bales, University of Georgia
- Lesia Oesterreich, Iowa State University
- Arion Thiboumery, Iowa State University
- Elaine Andrews, University of Wisconsin
- Stephen Quarles, University of California Cooperative Extension
- Jane Clary, Mississippi State University
- Carolyn Dunn, North Carolina State University
- Steve Meredith, Lincoln University of Missouri
- Mary Peabody, University of Vermont
- Jill Heemstra, University of Nebraska
- Susan Hawkins, University of Vermont
- Bastiaan Drees, Texas AgriLife Extension
- John McQueen, Oregon State University
- Lucy Bradley, North Carolina State University
- Fudd Graham, Auburn University
- Shirley Niemeyer, University of Nebraska
- Patricia Swanson, Iowa State University
Evaluation & Research Advisory Committee
• Tom Archer, Ohio State University
• Linda Benedict, Louisiana State University
• Scott Cummings, Texas A&M University
• Michael Duttwiler, Cornell University
• Albert Essel, Virginia State University
• Nancy Franz, Virginia Polytechnic Institute
• Wendy Hamilton, New Mexico State University
• Angela Lyons, University of Illinois at Urbana-Champaign
• Bob MacDonald, CSREES/USDA
• Allison Nichols, West Virginia University
• Donna Peterson, University of Arizona
• Murari Suvedi, Michigan State University
• Ellen Taylor-Powell, University of Wisconsin-Extension

Information Technology Advisory Committee
• Deb Coates, Iowa State
• Jonathan Davis, Auburn
• Kim Hand, New Mexico State
• Larry Lippke, Texas A&M
• Fred Piazza, LSU AgCenter
• Becky Osborne, West Virginia
• John Ray, Ohio State
• Christopher Rogers, Southern University
• Bob Rubyini, University of Minnesota
• Tony Wright, Washington State
TELLING THE eXtension STORY
In year four, information about eXtension has continued to be shared face-to-face at various conferences and meetings throughout the country. For the most part, eXtension staff members alone have prepared and delivered speeches and presentations to the following entities or meetings as well as quarterly national video conferences and monthly update newsletters:

- 4-H Science, Engineering and Technology Strategy
- AgNIC
- American Distance Education Consortium (ADEC)
- American Evaluation Association (AEA)
- Association for Communication Excellence (ACE) in Agriculture, Natural Resources, and Life and Human Science
- Association for Financial Counseling and Planning Education (AFCPE)
- Association of Southern Region Extension Directors (ASRED)
- Association of 1890 Extension Administrators (AEA)
- Cooperative State Research, Education and Extension Service
- Council for Agricultural Research, Extension, and Teaching (CARET)
- Children, Youth and Family at Risk (CYFAR)
- Clemson University Cooperative Extension
- Delaware Cooperative Extension Annual Conference
- DOE State Energy Advisory Board Meeting
- EDEN National Meeting
- Entomological Society of America National Meeting
- Extension Family Life Specialist Meeting
- Extension Swine Specialist Conference
- Southeast Regional Energy Efficient Housing Conference
- Horticulture Meeting
- Idaho Cooperative Extension Annual Conference
- Integrated Pest Management (IPM)
- Iowa State University Extension Annual Conference
- Iowa State University Technology Conference
- Joint Council of Extension Professionals (JCEP) – Public Issues Leadership Development (PILD)
- GSA, SSSA, ASA, CSSA, GCAGS, HGS Joint Annual Meeting
- Galaxy III Conference
- Journal of Extension
- Mississippi State Extension Conference
- National Association of County Agricultural Agents (NACAA)
- National Association of Community Development Extension Professionals (NACDEP)
- National Association of Extension 4-H Agents (NAE4-HA)
- National Association of State Universities and Land Grant Colleges (NASULGC)
- National Extension Association for Family and Consumer Sciences (NAEFCS)
• National Extension Directors & Administrators (NEDA)
• National Extension Technology Conference (NETC)
• National Agricultural Outlook Conference
• National 4-H Council
• Northeast Region Extension Directors
• Ohio State University Faculty Meeting
• Oregon State University Annual Conference
• Purdue University CES Annual Conference
• Reciprocal Meat Conference
• Science on the Hill Exhibition
• Science & Technology Conference
• Society of Nutrition Education
• Southern Region Program Leadership Network
• Texas Agrilife Extension
• University of Connecticut
• University of Georgia
• University of Maine
• University of Maryland
• University of Massachusetts
• University of Missouri
• University of New Hampshire Annual Conference
• University of Tennessee Ag Agents Meeting
• University of Vermont
• Urban Extension Conference
• Western Extension Directors Meeting
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 any where.
- provides access to systemwide news and information.
- responds rapidly to immediate program needs; the most recent example being the Financial Crisis response.
- increases the visibility of Cooperative Extension with Congress, in USDA, CSREES and with government and non-government partners.
- leverages Cooperative Extension’s programmatic funding through grants, sponsorships and private partnerships through Communities of Practice.
- provides “best of the best” programming that any LGU member can use locally to improve programming.
- allows customers to engage with a national network of Cooperative Extension resources...they can ask a question and know a trusted resource will respond to them.
- 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 modern technology.
- allows Cooperative Extension to reach customers who may have little or no previous knowledge of the Cooperative Extension System.
- uses scarce resources efficiently and cost effectively through sharing knowledge and expertise nationwide.
- reduces duplication of effort in content development by increased collaboration across state systems.
- allows Cooperative Extension employees nationwide to explore Internet and social networking technologies to deliver educational programming in new ways.
- refers customers to local county extension office for immediate help and expertise.
- transforms the way Cooperative Extension thinks and works to develop and deliver information and educational programs.
- positions Cooperative Extension to deliver information and educational programming to the more than 60% of Americans using wireless mobile devices and the more than 55% of all adult Americans with high-speed internet connections at home...numbers that continue to dramatically increase.
eXtension COMMUNITIES OF PRACTICE

- Ag Law
- Bee Health
- Beef Cattle Industry
- Better Kid Care America
- Consumer Horticulture
- Corn and Soybean Production
- Cotton
- DAIReXNET
- Diversity Across Higher Education
- Drinking Water Issues
- eOrganic
- Energy, Sustainability and Housing
- Entrepreneurs and Their Communities
- Extension Disaster Education Network
- Extension Wildfire Information Network
- Families, Food and Fitness
- Family Caregiving
- Financial Security for All
- Forest-based Bioenergy
- Goat Industry
- HorseQuest
- Imported Fire Ants
- Just In Time Parenting
- Land Use Planning
- Livestock and Poultry Environmental Learning Centers
- Map@Syst
- Niche Meat Processing Assistance Network
- Pesticide Environmental Stewardship
- Pork Information
- Rangeland Stewardship & Health
- Sustainable Ag Energy
- Urban Integrated Pest Management
- Wildlife Damage Management
- Youth SET for Life

- Preparing applications: Sustainable Fisheries and Shore Lands, Freshwater Aquaculture, Food Safety, Water Conservation
- Had conversation with: Listeria, Omega 3, Plant Genome, Cooperative Education and Viticulture

For more information about eXtension go to about.extension.org or visit our public website: www.extension.org.

February 5, 2009
2009 - EXTENSION MILESTONES

1. IMPROVING SERVICES TO OUR CUSTOMERS
   • Improve content discoverability through search engine optimization thus increasing eXtension traffic
   • Increase the amount of content available through eXtension
   • Integrate social networking applications and strategies to improve engagement with the public
   • Generally, improve tools and services to better capture and support information and content development

2. EMPOWERING CES EMPLOYEES
   • Seek greater institutional involvement and participation in eXtension by implementing Be, Grow, Create (Phase II). This will result in:
     o more eXtension IDs, thus greater participation and use
     o delivery of state-targeted training programs
     o more expertise made available through eXtension
     o increased use of tools and services to support localization and improved functionality to state partners
     o more content and services available to customers
   • Increase the effectiveness and foster the ongoing development of Communities of Practice through venues such as the National eXtension Conference (e.g., community organization and stability, multidisciplinary work, increased scholarship, accountability, and more)

3. TRANSPARENCY AND ACCOUNTABILITY
   • Improve reporting by providing state-specific information on use, institutional participation and audience outcomes
   • Assist institutions with recognizing and integrating eXtension scholarship in local promotion and tenure processes
   • Assist Communities of Practice in identifying and understanding audience impacts resulting from their use of eXtension

4. ADDING AND SUPPORTING EXISTING COMMUNITIES OF PRACTICE
   • Identify and support at least 16 new Communities of Practice (totaling 50 by NEDA 2010)
   • Publicly launch at least 12 additional Communities of Practice (totaling 30 by NEDA 2010)

5. CONTENT DEVELOPMENT AND SUPPORT
   • Facilitate the use of syndication technology to collect and publish content through eXtension
   • Identify and evaluate content management system (CMS) options

6. INCREASING FUNDING AND PARTNERSHIPS
   • Increase private support to compliment the investments by Cooperative Extension and the federal partner
   • Increase federal funding (e.g., New Technologies for Ag Extension, CSREES grant programs, partnerships with other federal agencies and international organizations)

January 30, 2009