2009 has been a great year for the eXtension initiative marked by the accomplishment of many important milestones, including:

- A successful National eXtension Conference with more than 300 attending and an additional 100+ virtual attendees
- 7 Communities of Practice (CoPs) launched; 14 new CoPs formed and working; 16 Certified Communities
- 3 new professional development Communities of Practice identified and 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
- Greater involvement by CoPs in social media including Facebook, Twitter, YouTube, Flickr, and others
- A survey of Ask an Expert (AaE) users, responders, and administrators providing valuable insight including the fact that 56 percent of AaE users had previously never used Cooperative Extension System (CES)
- 2009 site visits on www.extension.org increased by 87 percent over 2008
- Growth in eXtension IDs to more than 12,000 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
- 6 CoPs conducted user evaluations focusing on knowledge gained and behavior changes
- Increased development of evaluation resources for CoPs and sharing of evaluation results
- Progress on documenting the transformation of Extension through eXtension
- Enhancement of the IT infrastructure to support content development and organic approaches to community building
- Expansion and new partnerships in the online professional development program focusing on eXtension programs and services, new technologies and social networking
- Execution of Phase II of an internally-focused campaign, "Be, Grow, Create," to inform and increase participation in eXtension through the selection and work in six pilot states leading to higher implementation of eXtension
- Beginning work on Phase III of Be, Grow, Create including plans to use state Institutional Teams for better local implementation
- More than doubling the amount of eXtension content
- Growth of the federal New Technologies for Ag Extension (NTAE) budget line used to support eXtension to $1.75M in fiscal year 2010
- The Department of Energy is contributing $100,000 to support the Home Energy Community of Practice
- FINRA Foundation supported the development of Investing for Your Future to serve the investor education needs of farm households in the United States through an interactive, Web-based learning program
- New private funding partners helped start a Cooperative Education CoP and enhance equine education
- New policies were developed to support state affiliate membership in eXtension as well as sponsorship recognition levels
2009 MILESTONES
eXtension continued to build upon the milestones developed through strategic planning in 2008. They serve, as well, as the overarching outline for this Return on Investment document:

- Empowering Cooperative Extension System Employees
- Adding and Supporting Communities of Practice
- Improving Services to Our Customers
- Content and Development Support
- Transparency and Accountability
- Funding and Partnerships

EMPOWERING COOPERATIVE EXTENSION SYSTEM EMPLOYEES
eXtension's engagement initiative, Be, Grow, Create expanded in 2009 as it identified six institutions as "pilot" states and worked closely in each to further integrate eXtension into CES workers’ daily lives. Louisiana State University, Michigan State University, North Dakota State University, Ohio State University, Oregon State University, and West Virginia State University CES employees each worked with an eXtension staff liaison to develop or enhance institutional Teams, plan engagement strategies, provide eXtension training, and present information on eXtension to administration. There was great variability in this process and eXtension staff quickly learned there was no "one size fits all" solution. Thus, as we began the customization of BGC II for each of these institutions, it became clear that the outcomes would vary as well. Outcomes have been mixed BUT there has been some positive movement for localization in each institution. One of the most interesting outcomes in this process came from Oregon State University where, among many actions taken, a program review was scheduled for two Oregon counties. A review team of two eXtension staff and three Oregon CES staff surveyed county staff on technology awareness and readiness and ultimately met with the staff for one-on-one feedback. The team wrote a report on this exercise and forwarded to CES administration in Oregon.

The next phase of Be, Grow, Create, Phase III will take a three-pronged approach with a focus on Institutional Teams, directors and administrators, and Communities of Practice. Institutional Teams will have greater engagement with monthly web conferences and assistance with planning local integration activities. Directors and administrators will receive targeted messages and information focused on their decision making about eXtension. Communities of Practice will be encouraged to foster greater involvement by educators and agents in the content development process.

eXtension continued to work on documentation and recognition of eXtension contributions as scholarly work. In the document, The Scholarship of eXtension, staff, administrators, and Community of Practice members have worked to provide more insight in topics such as social media and examples of institution-specific ways of valuing eXtension contributions as scholarly work.

eXtension will also publish a report on eXtension scholarship metrics on a periodic and regular basis. The report will provide individual access to eXtension metrics for tenure and promotion and annual faculty reports. We expect to release this report in early 2010.

eXtension offered 78 online professional development sessions on myriad topics essential to the eXtension initiative: use of the eXtension suite of tools, social
networking applications, serving online audiences, and working differently. Sessions were attended by 2,573 Extension professionals from every level of the organization. Offerings were recorded and archived for accessible viewing. These recordings have been viewed 1,563 times. Some of the popular topics that gathered the most participants include: Why Can't Google Find My Stuff (141), Drinking from a Fire Hose (133), Google Wave (87), Instructional Videos/Screencasting (72), Facebook for Professional Networking (71), and Twitter Clients, Tools and Uses (67).

A highlight of 2009 was the first National eXtension Conference held in October in St. Louis. More than 300 people attended the conference featuring 60 concurrent sessions and keynoters Bob Johanson, Leadership Guru; Russ Roberts, Management Wizard; and Tara Hunt, Social Capital Expert. An additional 100+ individuals participated in webcasting of keynotes and many concurrent sessions. The conference had excellent involvement by Cooperative Extension System leaders as well as attendees from USDA's National Institute for Food and Agriculture (NIFA).

eXtension's Virtual News Room posted more than 3,400 news releases from more than 47 land-grant universities. The news room continues to have a regular pickup of stories by national and regional media. eXtension was featured this year on NPR, CNBC, USA Today, the Today Show, APLU Public Voice, Inside Higher Education, and myriad local newspapers, blogs, and social networking sites nationwide.

In 2009 eXtension continued its presence at appropriate meetings (noted below in other listings) but, in particular, was featured at the 2009 National Association of County Agricultural Agents with multiple exhibit booths, seminars, and a Second Life demonstration. eXtension also exhibited for the first time at the National Association of Counties (NACo) and has begun to work more closely with that organization.

**ADDING AND SUPPORTING COMMUNITIES OF PRACTICE**

46 Communities of Practice (CoPs) were approved with 26 CoPs publicly launched by the end of 2009. CoPs are formed by both an open call (volunteer) and a call for state needs-based CoPs. CoPs may also be included in specific grant programs issued by USDA-NIFA. In 2009 five new potential CoPs were identified in a state needs-based call and are completing the CoP application. New CoPs created and working in 2009 include:

- **Agriculture Law** -- (volunteer)
- **All About Blueberries** -- (Specialty Crops Research Initiative, SCRI - NIFA)
- **Companion Animals** -- (volunteer)
- **Forest Climate Change** -- (Renewable Resource Extension Act, RREA/Forestry Service - NIFA)
- **Food Safety** -- (start-up funds from eXtension)
- **Freshwater Aquaculture** -- (start-up funds from eXtension)
- **Grapes** -- (Specialty Crops Research Initiative, SCRI - NIFA)
- **Military Families** -- (Military Partnership Dept. of Defense Military Families and Policy with NIFA)
- **The A, B, C's of Omega-3's** -- (volunteer)
- **Rangelands** -- (Renewable Resource Extension Act, RREA - NIFA)
- **Sustainable Marine Fisheries** -- (start-up funds from eXtension)
- **Water Conservations for Lawns and Landscapes** -- (start-up funds from eXtension)
- **Wood Energy** (Renewable Resource Extension Act, RREA - NIFA)
Much of the content published in eXtension is appropriate for both youth and adult audiences. Testimonials suggest that highly motivated youth are benefiting from these materials. Content that is tailored to a youth audience is tagged in the content management system and receives a more youth-friendly “skin” or design that changes the look and feel of the public website page. This has been the first step to appeal to this audience, and many communities are now focusing on delivering youth-specific materials. In addition, many communities are creating train the trainer materials to support and enhance the curriculum for youth leaders and Extension educators.

eXtension continues to create new internally-focused CoPs under the guidance of a Professional Development Steering Committee. This steering committee worked to identify Extension core competencies through a survey under the auspices of the Extension Committee on Organization and Policy (ECOP). In 2009, three Professional Development Communities of Practice (PDCoP) were created addressing the topics of Evaluation, Brand Value, and Public Deliberation.

**IMPROVING SERVICES TO OUR CUSTOMERS**

Search engine optimization (SEO) is critical for today’s online content because more than 80 percent of eXtension viewers discover our content through search engines. Working with Fleishman-Hillard International Communications, eXtension selected three CoPs for in-depth review of the search engine optimization of published content. This work and knowledge gained was incorporated into training at face-to-face meetings, conferences, and professional development sessions covering best practices to achieve exceptional SEO. In addition, several professional development sessions were offered that touched on discoverability. For example, the 30 minute session, "Why Can't Google Find My Stuff?" was attended by 141. It was one of the best-attended eXtension sessions of the year which shows the importance people place on discoverability.

eXtension is working to develop and implement social media strategies to better "go where the customers and contributors are." Communities of Practice are increasing their use of social media sites such as Facebook, Twitter, Ning, and Second Life as well as media sharing sites such as YouTube, Flickr, SlideShare, and drop.io. These connections and engagement are all a part of the effort to provide better service to eXtension customers.

eXtension is using widget and syndication technologies to aggregate content and improve accessibility by customers. Content widgets were developed in 2009 and will be deployed by April 2010. These widgets will allow individuals and states to directly receive the latest updates and content from the communities they deem important or appropriate to their needs. The widget application provides code that can be copied and pasted on any web page.

To improve content management, distribution, and customer engagement, eXtension created a task force to take an in-depth examination of the Ask an Expert system. The task force studied three audiences: 1) people who used the service to ask a question; 2) specialists, educators, and agents who answer incoming questions; and 3) Cooperative Extension leaders. The findings from the Ask an Expert study have assisted the eXtension leadership in refining the Ask an Expert software, and have led to many improvements for clients. Briefly, we learned that 56 percent of AaE users had no experience with CES, that their satisfaction was high when an answer came within one day, and that faculty and administrators were wrestling with how to credit faculty for answering questions as experts.
eXtension tools and services were enhanced to provide more features for engagement and integration into daily work. In January, eXtension implemented an additional feature in the OpenID protocol that allowed any OpenID-enabled extension.org web service to automatically accept the login credentials of those logged in. This brought all extension.org sites into one “single-sign on” - and uses a technology that the major authentication vendors (Google, Yahoo!, Facebook) and others are using for authentication across the web.

eXtension extended the Google Analytics code to allow CoPs to track how their published content was performing on www.extension.org. CoP members can see which content is receiving the most traffic and other data about their pages. Through a series of professional development presentations, eXtension staff explained how to access and use the Google Analytics metrics.

eXtension’s Ask an Expert feature was enhanced by allowing individuals to claim incoming questions in the question queue and avoid working on a question that someone else was already researching.

For those Communities of Practice that had local technical support and hosting capabilities, work was completed this year that provided CoPs with the option to use alternative content management systems (CMS) to publish content on www.extension.org, using the industry-standard Atom syndication format. eXtension is using this to publish articles and FAQs; the eOrganic CoP is using it to publish content from their Drupal-based CMS.

The Managing in Tough Times (MiTTNet: http://mittnet.extension.org) resource directory was created to assist Cooperative Extension in locating educational resources. It is fully searchable and contains more than 900 resources for individuals and families, farmers and ranchers, communities, and youth.

The eXtension public Moodle site (http://campus.extension.org) acquired some 2,400 new users in 2009 and 66 new courses. The full inventory of 180 courses, both available and under construction, have been developed by 144 different Extension faculty. The internal professional development site (http://pdc.extension.org) added 60 new courses in 2009. The 132 courses at that site have been created by 112 different Extension faculty, with 10 states offering state-specific content for their Extension faculty and staff. Extension faculty creating the courses on the two Moodle sites came from 31 different states.

Second Life is a free 3D virtual world where users can socialize, connect, and create using free voice and text chat. eXtension owns several virtual properties within Second Life including Morrill, Morrill2, Morrill3, Morrill4, Bailey (Youth Grid) Islands, and a parcel on EduIsland. eXtension has encouraged CES workers to consider Second Life as an option for training, professional development, and reaching youth audiences. Training on Second Life is a regular offering in eXtension’s monthly professional development sessions.

CONTENT AND DEVELOPMENT SUPPORT

eXtension content more than doubled in 2009. The eXtension Content Management Board meets monthly to discuss content development issues and direction. They have a number of tools to lead their communities and manage content development. eXtension, as noted earlier, is currently looking at tools as alternatives to MediaWiki: Google Sites, Drupal, and Google Wave. Recent enhancements to Google Sites and Drupal make them very attractive.
alternatives, and plans are being developed to test those two applications in early 2010. Google Wave is still in beta testing and is not stable enough to use at this time. The eXtension staff will continue to experiment and work in the Wave environment. It is an excellent tool for small group collaboration.

2009 saw the public launch of 7 CoPs:
1. Organic Agriculture
2. Goats
3. Small Meat Processors
4. Families, Food and Fitness
5. Urban Integrated Pest Management
6. Bee Health
7. Wildfire Information Network

eXtension Communities of Practice continued to engage with audiences via social networks. Each month, additional CoPs add more social networking tools to reach their audiences. Micro-blogging via Twitter has been an effective tool to use when eXtension question wranglers needed expertise to field questions, and CoP leaders needed to communicate community activities as well as share content and events with the public. BeGrowCreate Twitter provides up-to-date information on activities taking place in eXtension. Six CoPs have Twitter accounts:
   • Organic Agriculture
   • Gardens, Lawns, and Landscapes
   • Financial Security for All
   • Livestock and Poultry Environmental Learning Center
   • Families, Food and Fitness
   • Family Caregiving
   • HorseQuest

eXtension is on Facebook. Many CoPs use FaceBook to interact with friends and family, and now are incorporating it into their daily work by establishing CoP groups to enable all those involved to join and receive message updates and event requests. Six CoPs had Facebook accounts in 2009:
   • Organic Agriculture
   • Home Energy
   • HorseQuest
   • Urban IPM
   • Financial Security for All
   • Families, Food and Fitness

Communities of Practice with YouTube channels include:
   • Organic Agriculture
   • HorseQuest
   • Gardens, Lawns, and Landscapes
   • Science, Engineering, and Technology for Youth
   • Livestock and Poultry Environmental Learning Center
   • Imported Fire Ants
   • Bee Health
   • Disaster Education Network

eXtension CoPs are taking advantage of Flickr for photo sharing:
   • Gardens, Lawns, and Landscapes
   • Livestock and Poultry Environmental Learning Center
   • Sustainable Ag Energy

eXtension CoPs use Second Life as new learning environments to engage audiences in non-traditional ways:
   • Family Caregiving has a LiveAbility house.
• Food Safety has a Virtual Health Inspector game and video.
• Turf Management via Penn State has a Big Backyard and Japanese Beetle Life Cycle.
• Integrated Pest Management has an IPM Warehouse and Pesticide Drift Simulation.
• Imported Fire Ants has an Ant Detective game.

eXtension and its CoPs are using SlideShare for exchanging presentations. The Livestock and Poultry Environmental Learning Center CoP uses Ning for social networking. Drop.io was an excellent resource for the National eXtension Conference presentations and documents; Better Kid Care America, Consumer Horticulture, and HorseQuest also have drops. Blogs are up and running for HorseQuest, Family Caregiving (LiveAbility House), and Gardens, Lawns, and Landscapes, and are also used internally to discuss CoP issues between CoPs. eXtension offers email campaigns/subscriptions for Livestock and Poultry Environmental Learning Center, Just in Time Parenting, HorseQuest, eOrganic, and the monthly eXtension Update newsletter. Financial Security for All; Livestock and Poultry Environmental Learning Center; HorseQuest; and Families, Food, and Fitness also regularly offer webinars and chats to connect with their Communities of Interest.

TRANSPARENCY AND ACCOUNTABILITY

eXtension continues to grow steadily in web activity since its launch in 2008. In 2009, eXtension had:

• 2,694,097 pageviews (a 58 percent increase over 2008)
• 942,605 unique visitors
• 1,099,282 visits (an 87 percent increase over 2008)
• 85 percent coming to eXtension are new visitors; 15 percent are return visitors
• 76 percent coming to eXtension find information via search (62 percent from Google)
• eXtension visitors view an average 2.5 pages per visit

The top 10 states visiting eXtension in 2009 were:
California--155,272
Texas--128,356
New York--121,572
Florida--81,228
Illinois--71,275
Pennsylvania--69,238
North Carolina--65,417
Ohio--64,279
Georgia--59,733
Michigan--56,539

In response to creating success factors/metrics for eXtension and reporting them to the Extension system on a regular basis, eXtension has developed and posted two reports that demonstrate the successful reach, use, and coverage of eXtension.

1. State and Institutional Reports keep states and institutions informed of eXtension activity including 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). It also includes metrics on Frequently Asked Questions (FAQ) from states and institutions, as well as
individuals with eXtension IDs and their membership in Communities of Practice. Growth trend data is also reported where appropriate. These reports are published each January and July.

2. An Overall eXtension Metrics Report provides a summary of data that highlights the continuing evolution and growth of eXtension. The data is a snapshot of the breadth and depth of eXtension at one point in time, with growth data as appropriate. As eXtension continues to grow and expand, new data will be added to show growth and expansion. In this report, a summary is provided of eXtension ID holders, Communities of Practice, eXtension content metrics, Frequently Asked Questions, Ask an Expert, eXtension sponsored professional development sessions, the use of Moodle in both professional development and course learning, and overall eXtension website statistics. The first report was published in January 2010.

eXtension continues to assist CoPs with evaluation and reporting outcomes/impacts of their public web resources as well as evaluating the effectiveness of the public site. In 2009, the CoP Evaluation Guide was revised for CoPs. A survey was conducted of CoP evaluation experts to determine how to best assist them in their efforts. The results of this survey will be acted upon in 2010. Several 30-minute professional development sessions addressed how CoPs could use Google Analytics to learn about visits and visitors of their contents. Through InstantSurvey, a web-based survey application, CoPs can document satisfaction, awareness, knowledge, and behavior changes through online surveys of users. In 2009, six CoPs documented and reported that users considered their content useful, had increased their knowledge, and contributed to behavior changes.

A major study was begun in 2008 to investigate the contributions eXtension has made to enhancing the Cooperative Extension System. Significant progress has been made on this project, in conjunction with the eXtension Be, Grow, Create II initiative. In 2009, a literature review of organizational change was conducted; linkages to Be, Grow, Create II were identified; and a review of transformation question results in the CoP Profiles was conducted. Based on this, an evaluation plan was developed. Data from CoP members will be collected in early 2010. A more comprehensive evaluation plan to address this issue will also be developed.

A 2009 eXtension Program Review Panel has been named to evaluate the development of eXtension as measured against the eXtension Roadmap and associated action plans.

FUNDING AND PARTNERSHIPS

The eXtension Finance Task Force met monthly in 2009 with a focus on seeking ways to increase partnerships and revenues for eXtension. Highlights of the work included:

• A $250,000 increase in the 2010 New Technologies for Ag Extension (NTAE) program; moving from $1.5 million in 2009 to $1.75 million in 2010.
• Improved the information given to CARET representatives for discussing eXtension with congressional offices.
• Inclusion of eXtension in CSREES/NIFA competitive grant programs. Communities of Practice or groups interested in becoming a Community of Practice may now apply for funding through various programs (e.g., SCRI, Organic, AFRI, and more). At least two new CoPs (blueberries and grapes) received funding in 2009.
• Helped CoPs be more aware of federal funding opportunities.
• Visited with both the House and Senate Appropriations Subcommittees on Agriculture, Rural Development, Food and Drug Administration and Related Agencies. Gave presentations to staff explaining eXtension and presenting a case for increased funding.
• Submitted a Workforce Development - Job Creation Planning document to NIFA.
• Shared information about eXtension with 20 higher education institutions receiving funding to support African planning grants.
• Provided feedback to ECOP about meetings with Rajiv Shah, who was then the Under Secretary of Research, Education and Economics (REE) and Chief Scientist at the U.S. Department of Agriculture.
• Developed and distributed an eXtension marketing sheet to directors/administrators, communication heads and eXtension institutional teams; the piece was titled, This is Us.
• Contributed ideas to a presentation given to the National Agricultural Research, Extension, Education and Economics (NAREEE) Board.
• Organized and hosted the "Cultivating Partnerships and Resource Development Panel" for the National eXtension Conference, October 23, 2009 in St. Louis, Missouri.
• Developed relationships with a number of international entities including presentations and discussions with USAID, the United Nations, Monterey Tech (Mexico), and others.
• Worked on a "white paper" describing eXtension and international development opportunities.
• Produced a development tool kit for CoP members describing procedures, ideas, how to build a prospect list, information about various types of partners, making links to partner resources, recognition levels, giving and recognition levels, and how to approach potential sponsors.

eXtension continues to establish relationships with other federal agencies and departments. In 2009, the Department of Energy provided $100,000 to the eXtension Foundation in support of the Home Energy Community of Practice. Efforts to increase corporate development efforts and generate more partnerships and revenue continue and in 2009, the CHS (Cenix Harvest States) Foundation was added as an eXtension sponsor to support the development of a new Cooperative Education Community of Practice. In addition, other sponsors completed their funding commitments, including Citi Foundation, Bayer Environmental, Critter Control, and Land O'Lakes/Purina. Of those expiring, Land O'Lakes Purina and Critter Control are renewing their commitment and Bayer is currently considering a renewal. Citi Foundation was a project that was completed and the CoP is not reapplying for funds at this time. The Brookdale Foundation is on the second year of their commitment. The eXtension Foundation received funding from the FINRA Foundation for the second year of a two-year agreement to develop the online course, Investing in the Future for Farm Families.

eXtension is now integrated into USDA's National Institute of Food and Agriculture (NIFA) competitive grant programs. In 2009, two successful applications were funded by NIFA,"All About Blueberries" (led by Louisiana State University) and "The Development of a Grape Community of Practice" (led by Oklahoma State University).

The eXtension Foundation and eXtension Governing Committee were active in 2009 with the development and approval of several important policies: The eXtension Foundation passed a partnership, funding levels, and recognition policy that was approved December 4, 2009. The foundation also developed a formal process to distribute sponsor funds to Communities of Practice. To add non land-grant institutions and organizations, a "state affiliate membership" category was approved by the Governing Committee on October 1, 2009.

The eXtension Foundation entered into a Content Partnership Agreement with
the American Quarter Horse Association (AQHA). AQHA is providing educational content to the HorseQuest Community of Practice, which the CoP has improved and is now making available through eXtension. eXtension continues its partnership with My Horse University. This partnership provides educational opportunities with shared content and audiences to avoid duplication of services.

AWARDS
Excellence in eXtension was recognized at the first National eXtension Conference in October 2009. Four award categories recognized a number of individuals and groups:

The eXtension Champion Award recognized outstanding support and leadership in the creation and development of eXtension. Three individuals, Colien Hefferan, former administrator of USDA’s Cooperative State Research, Education, and Extension Service (CSREES); Ronald A. Brown, executive director for the Association of Southern Region Extension Directors (ASRED); and Dan Cotton, eXtension director, received eXtension’s highest honor, the champion award.

Colien Hefferan
Hefferan provided financial and administrative support as eXtension moved from concept to reality beginning in 2003. Her support establishing regional listening sessions, bringing together experts in a digital access resource team, and developing a business case and strategic roadmap were critical in building the foundation for eXtension. Her support integrated national program leadership into Communities of Practice and helped to develop and fund the new technologies for agricultural extension federal budget line.

Ron Brown
Brown was instrumental in organizing the first meetings of individuals and teams for eXtension’s beginnings. He served as a vocal and active member of the eXtension Directors’ Council, meeting weekly with eXtension staff and helping pilot the initiative through the Cooperative Extension System and federal government. He has been a model for Extension directors and administrators nationwide who seek his counsel on eXtension.

Dan Cotton
Cotton, eXtension’s first director, joined eXtension in 2004 and developed a culture of openness, honesty, innovation, and passion. He has built a dedicated virtual staff, engaged thousands of Cooperative Extension workers and presented eXtension from the folksy local Rotary Club to the high echelons of university presidents and the U.S. Congress. eXtension has grown from eight pioneer communities of practice to nearly 50 groups of specialty experts. Cotton worked to build a handful of Cooperative Extension employees as ID holders to over 12,000 and seen the website grow from hundreds of page views to millions.

Two Communities of Practice were honored with Outstanding Community of Practice awards: HorseQuest and Financial Security for All were recognized for innovation and leadership in their areas of expertise. eXtension started in 2005 with eight content areas formed as Communities of Practice. These two were among the eight pioneer communities.
The equine group helped develop some of the initial eXtension processes and mentored other university experts in ways to reach the general public. The HorseQuest experts created information for the entire equine industry from new horse owners to professionals working to support the equine industry. Members of the leadership group included Kathy Anderson (University of Nebraska), Clint Depew (Louisiana State University), Betsy Greene (University of Vermont), Ashley Griffin (University of Kentucky), Nancy Valentine (National Institute of Food and Agriculture, USDA), Jennifer Whittle (University of Kentucky), and Carey Williams (Rutgers University).

As the financial crisis hit the United States, the land-grant experts in personal finance found their work on eXtension in high demand. The group focuses their research-based information on financial stability, financial literacy for children through young adults, and information on achieving financial security for those close to retirement. Members of the group receiving awards included Erik Anderson (University of Idaho), Janet Bechman (Purdue University), Judy Branch (formerly with University of Vermont), Michael Gutter (University of Florida), Linda Kirk-Fox (Washington State University), Elizabeth Kiss (formerly with Purdue University), Jacque Miller (Colorado State University), Megan O’Neill-Haight (University of Maryland), Barbara O’Neill (Rutgers University), Debra Pankow (North Dakota State University), Nancy Porter (Clemson University), Jane Schuchardt (National Institute of Food and Agriculture, USDA), Sharon Seiling (Ohio State University), and Pat Swanson (Iowa State University).

Two individuals were honored for the work done within a Community of Practice: Elizabeth (Betsy) Greene, associate professor and Extension equine specialist at the University of Vermont, and Debra Pankow, associate professor and Extension family economics specialist at North Dakota State University, received awards for their individual contributions and leadership.

Greene is a contributor, collaborator, mentor and member of the HorseQuest community of practice. She has served as vice chair and chair of the equine eXtension group, delivered presentations at national and regional meetings, hosted web chats and webinars and mentored others on how to start and sustain a Community of Practice. Greene played a pivotal role in establishing HorseQuest and set high standards for other eXtension groups.

Pankow was honored for her achievement working with the Financial Security for All Community of Practice. As the first leader for the eXtension content on personal finance, Pankow motivated colleagues from across the country as well as devoted time and expertise to eXtension. She promoted the work of her community at workshops and conferences nationwide.
The partnership award went to My Horse University, a collaborator with eXtension’s HorseQuest Community of Practice. Based at Michigan State University, staff from My Horse University worked with equine experts from other land-grant universities creating information, educational programs, national presentations, and promotions as well as securing financing. The two organizations created monthly web casts and an electronic newsletter of horse tips, developed a module for youth leaders, published and presented joint abstracts and papers, worked on federal grant proposals, and secured Purina Mills as a sponsor.

**Financial Security for All**  
FDIC Chairman’s Award for Innovation in Financial Education  
Debb Pankow, Jane Schuchardt, Patricia Swanson  
North Dakota State University, USDA/NIFA, Iowa State University  
December 3, 2009

**Drinking Water and Human Health**  
Omtvedt Innovation Award (Recognition of exceptional service at the University of Nebraska and the Institute of Agriculture and Natural Resources)  
Sharon Skipton  
University of Nebraska Institute of Agriculture and Natural Resources  
January 26, 2009

University of Nebraska - Lincoln Distinguished Educational Service Award  
(Recognition of exceptional service at the University of Nebraska - Lincoln for education in areas other than residential instruction)  
Sharon Skipton  
University of Nebraska - Lincoln  
April 26, 2009

**Wildlife Damage Management**  
Wildlife Damage Management Collaboration ($25,000 grant)  
Scott Hygnstrom  
USDA Extension Integrated Pest Management Program.  
May 1, 2009

**Extension Disaster Education Network**  
Achievement Award  
Stephen Brown  
National Association of County Agricultural Agents  
September 22, 2009
FINANCIAL REPORT

2009 Financials - Projected Receivables
Date: 1-5-2009 (submitted to eXtension Governing Committee and approved on January 8, 2009)

Investment Estimates

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Revenue Projections

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<tr>
<td>Carry-Over from eXtension (2008)</td>
<td>$160,000</td>
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Grand Total: $4,140,622

2009 Financials - Projected Expenses

Forecast Summary

<table>
<thead>
<tr>
<th>Category</th>
<th>Labor</th>
<th>Grants / Expenses</th>
<th>Contract Services</th>
<th>Capital</th>
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<tr>
<td>Executive &amp; Business Admin</td>
<td>$247,203</td>
<td>$125,000</td>
<td>$173,000</td>
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<tr>
<td>eXtension Program Management</td>
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<td>$374,931</td>
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<tr>
<td>Information Technology</td>
<td>$561,462</td>
<td>$1,170,000</td>
<td>$95,000</td>
<td>-</td>
</tr>
<tr>
<td>CoP Support / Content Development</td>
<td>$561,462</td>
<td>$1,170,000</td>
<td>$95,000</td>
<td>-</td>
</tr>
</tbody>
</table>

$1,533,260 $1,555,000 $1,026,931 $25,000

Grand Total: $4,140,190
Planned Receivables: $4,140,622
Difference: $431
GOVERNANCE AND STAFFING

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Jimmy Henning, Secretary, Southern Region  
Paul Bonaparte-Krogh, Treasurer, Northeast Region  
Dalton McAfee, 1890 Region  
James Wade, APLU, ongoing membership  
Greg Crosby, NIFA, ongoing membership  
Ivory Lyles, ECOP - Program Subcommittee

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Christopher Rogers, Southern University
Sarah Cofer, Oregon State University
TELLING THE eXtension STORY

In year five, information about eXtension has continued to be shared face-to-face at conferences and meetings throughout the country. eXtension staff and many CoP members have staffed exhibits, prepared and delivered speeches, and delivered presentations to the following entities or meetings as well as quarterly national video conferences and monthly eXtension Update newsletters:

- American Evaluation Association (AEA)
- American Phytopathological Society (APS)
- Association for Communication Excellence (ACE)/National Extension Technology Conference (NETC)
- Association of Public and Land Grant Universities (APLU) Fall Meeting
- Association of Southern Region Extension Directors (ASRED)
- Association of 1890 Extension Administrators (AEA)
- Cooperative State Research, Education and Extension Service
- Cooperative State Research, Education and Extension Service - Integrated Grants Program
- 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
- Iowa State University Extension Office Assistants' Annual Conference
- Journal of Extension
- Louisiana State University
- Managing in Tough Times (MiTTNet) Organizing Meeting
- 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 Conference
- National Agricultural Research, Extension, Education and Economics (NAREEE) Board Meeting
- National Institute of Food and Agriculture
- 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
- Oregon State University Extension: Lane and Douglas Counties
- Priester National Extension Health Conference
- Science on the Hill Exhibition
- Southern Association of Agricultural Scientists (SAAS)
- Southern Region Program Leadership Network
- Southern Region Middle Management Conference
- United Nations/CSD-17
- University of Arizona
- University of Nevada--Las Vegas/Reno
- Urban Extension Conference
- West Virginia State University
- Western Region Grant Workshop
- Western Regional Extension Mid-Manager's Conference
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 system-wide 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, NIFA, and with government and non-government partners.
• leverages Cooperative Extension’s 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.
• allows customers to engage 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.
• 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 by sharing knowledge and expertise nationwide.
• reduces duplication of effort in content development by increased collaboration across states.
• allows 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 the way Cooperative Extension staff think as well as develop and deliver 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 55 percent of all adult Americans with high-speed Internet connections at home...numbers that continue to dramatically increase.
eXtension COMMUNITIES OF PRACTICE

- The A, B, C’s of Omega-3’s
- Agricultural Law
- All About Blueberries
- Animal Welfare
- Bee Health
- Beef Cattle Industry
- Better Kid Care America
- Community Health
- Companion Animals
- Consumer Horticulture
- Corn and Soybean Production
- Cotton
- DAIReXNET
- Diversity Across Higher Education
- Drinking Water Issues
- Entrepreneurs and Their Communities
- eOrganic
- Extension Disaster Education Network
- Extension Wildfire Information Network
- Families, Food and Fitness
- Family Caregiving
- Financial Crisis
- Financial Security for All
- Food Safety
- Forestry and Climate Change
- Freshwater Aquaculture
- Goats
- Grapes
- Home Energy
- HorseQuest
- Imported Fire Ants
- Invasive Species
- Just In Time Parenting
- Land Use Planning
- Livestock and Poultry Environmental Learning Centers
- Map@Syst
- Military Family
- Niche Meat Processing Assistance Network
- Pesticide Environmental Stewardship
- Plant Breeding and Genomics
- Pork Information
- Rangelands
- Sustainable Ag Energy
- Sustainable Living
- 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 Feb. 25, 2010
Building great collaborative teams with specialists for all across the United States has been one of the greatest attributes of being an eXtension CoP member. As part of the HorseQuest team, I now have an extensive network of specialists from all across the county that I routinely collaborate with for not only eXtension work, but other Extension programs. These relationships have provided an opportunity to work in partnership on grants, manuscripts, presentations, programs, and learn new technology that I would have previously never attempted.

Kathy Anderson  
HorseQuest  
Extension Horse Specialist  
University of Nebraska - Lincoln

Every week I learn something from someone in another state that helps me with work here in Iowa. Without eXtension I wouldn't be having these conversations.

Arion Thiboumery  
Niche Meat Processing Assistance Network  
Project Manager  
Iowa State University

I was very fortunate to learn about eXtension in the first three months of my career with K-State Research and Extension. I presented on Family Caregiving my fourth month of work. The community support group I presented to asked excellent questions that I was able to answer with knowledgeable information within 24 hours by using the eXtension website. I now know that with any question on a wide array of topics is available at my fingertips with reliable, researched, and timely answers.

Kylie Ludwig  
Family Caregiving  
Family and Consumer Science Agent  
Kansas State University

I was thrilled when I was asked to submit an article for eXtension about one year ago. My article Eat Your Colors for Better Health has since been posted on the family caregiving site. When first approached about doing this, I was a bit apprehensive. But, I found the submission process to be very easy and enjoyable. I am in the process of going up for promotion in rank. I am excited to list my peer reviewed and published article in my vitae under the scholarly activities section. This strengthens my application for promotion. Thank you for giving me this professional opportunity!

DeeAnn Leines  
Family Caregiving  
Health and Nutrition Educator  
University of Minnesota Extension
For years I searched for a more effective means to deliver to Extension professionals and the general public a comprehensive set of educational materials on a specific subject. The eXtension model offers a great solution for me. Information is dynamic and easily updated to keep pace with new developments. Agents across the country now have educational material at their fingertips to quickly increase their knowledge and to deliver valuable programming to their clients. I can't think of a better way to reach a large national audience and be effective in my job as an educator.

Ben Jackson
Wood Energy
Professor and Timber Harvesting Specialist
University of Georgia School of Forestry and Natural Resources

I have been involved with the Families, Food and Fitness CoP a short time and find the networking opportunities of value. I have become aware of various programs available because on the FFF web site -- the Fit in 10 program from Arkansas Cooperative Extension for example, the "Pack it Up" youth video from the Nevada Cooperative Extension another. Participating in the online chats has been a great opportunity to discuss various issues and to get ideas for work-related programming and personal health.

Donna Shanklin
Families, Food, and Fitness
Regional Extension Agent-Health
Alabama Cooperative Extension System

I began work with eXtension as a graduate student on the Families, Food, and Fitness CoP. Although I was unfamiliar with eXtension and the wiki environment, eXtension staff patiently offered their expertise. The launch of the FFF CoP in July 2009 was a great accomplishment. I am proud of the work contributed by so many great minds across the nation and look forward to the new opportunities eXtension offers through professional development sessions and innovative technologies like Moodle, Pachyderm, and Second Life. In an increasingly high-tech society, I am confident that these skills will benefit me throughout my career!

Ashley Fondren
Families, Food, and Fitness
Extension Associate
Mississippi State University

eXtension gives me a chance to hear and see what other people across the country are doing. I can see what kinds of problems other people are addressing, and see how they resolved them. It gives me confidence that my advice is good, when I see that others are giving similar answers. eXtension gives me new ideas that I can try and eXtension allows me to have information at my fingertips. If I get a phone call (or an e-mail), I can quickly look up the answer on eXtension.

Willie E. Datcher
Imported Fire Ants
Regional Extension Agent
Alabama Cooperative Extension System
One way that I use eXtension is to help answer all the questions that are e-mailed to me. Many questions come to me this way, in addition to those I get from the Ask-an-Expert System. In my answers, I link to eXtension’s resources as a way to get the clients the requested information. The fire ant section is especially useful because the information is very specific.

Tony Glover  
Imported Fire Ants  
Regional Extension Agent, Commercial Horticulture and Home Grounds, Gardens, and Home Pests  
Alabama Cooperative Extension System

In 2009, I wrote an article “Eating Around the Clock” for the Families, Food, and Fitness Community of Practice. I am currently in the promotion process, and was able to include this in my vitae and self assessment for 2009. I am hoping to continue to be involved in the FFF CoP in 2010, and have included eXtension participation in my 2010 Plan of Work. I have a strong interest in quality distance education and hope to stay involved in eXtension in the future.

Connie Burns  
Families, Food, and Fitness  
Extension Educator, Health and Nutrition  
University of Minnesota Extension

I am a member of the Families, Food, and Fitness CoP and have witnessed a dramatic increase in how Extension resources and information are shared via the eXtension site and social media. This increase has expanded the potential and impact of Extension programming nationwide. Our research-based information is no longer static and dormant on our county’s webpage, waiting on our audience to find it. Instead it has become mobile, reaching new, untapped audiences who are discovering eXtension for the first time whether it is through a virtual online chat, Facebook group, or Twitter feed. Joining a CoP that has invested in social media has allowed me to work more efficiently, productively, and resourcefully.

Jamie Seger  
Families, Food, and Fitness  
Extension Program Assistant, Family & Consumer Sciences and 4-H Youth Development  
Ohio State University

eXtension Horses is a fantastic educational resource for horse owners, 4-H youth, and Extension personnel. The site feature short fact sheets, learning lessons, and FAQs addressing numerous topics like equine nutrition, behavior, and more! My favorite learning lesson is on pasture management. It gives color pictures and descriptions of all pasture forages for horses by region and is easy to use by both youth and adults. This learning lesson is a perfect compliment to my Pasture Management for Horse Owners program and gives folks an additional take-home resource that is accessible 24/7.

Crystal Smith  
HorseQuest  
Extension Agent, Animal Science, Warren County Extension Office  
Virginia Polytechnic Institute and State University
Virginia Beach is one of 11 localities in the state that were placed under quarantine for fire ants this summer. Since then, I’ve found eXtension to be a valuable source for the type of research-based information that can be used by professionals and homeowners alike. Although my city is on the front line of fire ant activity in Virginia, universities south of us have been dealing with the issue for decades. With eXtension as a resource, I don’t need to reinvent the wheel – I’m free to invent the future.

Susan French
Imported Fire Ants
Extension Agent, Agriculture and Natural Resources, Horticulture, Virginia Beach
Virginia Polytechnic Institute and State University

Map@syst has provided the Virginia Geospatial Extension program with an efficient and effective venue to share resources with a variety of stakeholders across the U.S. The professional interaction, programming support, professional development opportunities, and knowledge that I have gained through this Community of Practice has spurred the development and delivery of several programming efforts in Virginia. The return on my time investment in the Map@syst CoP has been substantial.

John McGee
Map@syst
Extension Specialist, Department of Forest Resources and Environmental Conservation
Virginia Polytechnic Institute and State University

eXtension has provided an electronic platform for Extension education evaluators to gather resources to support evaluation activity across the nation and in the territories. The internal Evaluation Community of Practice has helped gather and involve people not previously part of the professional development groups at the national level. Thanks to eXtension’s support, we are in the process of creating a set of peer-reviewed resources useful for Extension employees anywhere.

Heather Boyd
Evaluation
Extension Specialist, Program Evaluation
Virginia Polytechnic Institute and State University

I have had the opportunity to participate in the Consumer Horticulture CoP since the beginning. Participating in the process to determine what our community should look like and what it offers to the public was a rewarding, informative, and valuable venture. Meeting regularly face-to-face and virtually with colleagues from all over the country fostered a great rapport within our network of specialists and state coordinators involved with consumer horticulture. Even participating in the Ask the Expert feature of our CoP and recruiting others to participate has been a great experience. eXtension provides yet another opportunity to interface with the public who may have never encountered Extension otherwise. From the perspective of my own professional development, the high level of national networking has proven to be significant beyond eXtension.

Dave Close
Gardens, Lawns and Landscapes
State Master Gardener Coordinator
Virginia Polytechnic Institute and State University
I really do believe that the work being done here is the most significant work since the creation of the land-grant system itself, and absolutely critical to its future. For us, not only does it open doors we never dreamed of for education on cooperatives, but it can enable us do a lot of other things much better as well. For example, I want to see how we as a farmer-owned company can use this resource, and for CHS Stewardship, I think we need to be looking at these too for all of the program areas we are funding.

William Nelson
Cooperative Education
President
CHS Foundation

I wanted to get more familiar with the use of the wiki for collaboration so I volunteered my time to eXtension content coordinator Karen Jeanette in the Gardens, Lawns and Landscapes CoP and helped to review "Landscape Design: Hire it Done or Do it Yourself" by Ann Marie VanDerZanden. The four involved faculty were in separate states but the process went more smoothly than being next door. Using a wiki for publication review is ideal as changes can be tracked by user yet all of us were viewing the most current document. Unwanted changes can be reversed with the click of a button. We were so excited about the ease of this process we are developing a wiki at the UGA Center for Urban Agriculture for our publication review. Thanks for this opportunity. I am going up for promotion this year and national collaboration is a feather in my hat.

Todd Hurt
Gardens, Lawns, Landscapes
Training Coordinator, UGA eXtension Institutional Team Chair
University of Georgia

I have been a member of eOrganic, particularly the diversified vegetable production systems group for over two years. I originally joined because I thought this would be a great way to meet fellow faculty members as well as farmers who are involved in organic vegetable production and learn new things. I wrote an article about a year ago for the eOrganic workspace. It has since been posted and had over 3,000 views. It also comes up very high on a Google search. This has enabled me to extend the impact of my program greatly and reach out to a large number of individuals who normally would not have found this information. I think that the ability to reach a large audience quickly with your information is one of the best reasons to become a member of eOrganic. Furthermore I have made a number of professional connections that I would have otherwise not made. eOrganic is a great way to reach people.

Tim Coolong
eOrganic
Extension Vegetable Specialist
University of Kentucky
I work with goat producers on a regular basis for my research as a part of Cooperative Extension at Lincoln University in Missouri. Producers are constantly asking me questions about goat production that may be beyond my own expertise, or that is only available through expensive journal subscriptions or textbooks. The goat eXtension site is a fantastic resource for me to send out to the producers I work with where they can look up information and have their questions answered by experts in a variety of topics! I am excited to be able to send more producers there for input and questions.

Aimee Wurst  
Goat Industry  
Assistant Professor of Biology  
Lincoln University

extension has been a valuable asset to my Extension program in a number of ways. The online chats have provided the opportunity to be a panelist on a national level without the time and expense of travel. As an agent seeking permanent status in difficult financial times, this provides great value for reporting and development of national contacts. The chats and site have provided educational content for publications and programs including wonderful content to enhance my county newsletter. As time and dollars become scarce, I see eXtension as a valuable partner in professional and program development.

Julie England  
Financial Security for All  
IFAS Lake County Extension Agent  
University of Florida

This year, Oregon State’s involvement in eXtension generated value in multiple ways, but one of the most valuable collaborations was a joint OSU/eXtension review team that visited counties in Oregon to explore technology adoption at the local level. The team included experts from eXtension paired with state and local faculty from Oregon. The review team report provides an insightful and realistic view of Extension life in the trenches as it relates to effective use of technology and improved access for our learners. We plan to share this information with the eXtension system as a whole and magnify the value again.

Debbie Maddy  
Associate Provost  
Oregon State University

My involvement with eXtension has allowed me to work more closely with extension colleagues that have wildfire research and education programs. This coordinated effort has resulted in the development and delivery of science-based information that will help individuals living in wildfire prone (WUI) areas plan for, prepare and recover from wildfires. Personally, eXtension has provided me with an outlet to publish articles focused on the performance of common building materials when subjected to wildfire. These articles often require combining research results from several publications in order to provide practical home retrofit information needed by those living in WUI areas.

Steve Quarles  
Extension Wildfire Information Network (eWIN)  
Cooperative Extension Advisor  
University of California Cooperative Extension
2010 MILESTONES

IMPROVING SERVICES TO OUR CUSTOMERS
• Develop and implement social media strategies to more effectively engage Communities of Interest
• Improve Ask an Expert functions (e.g., allowing a photo to be submitted along with a question, improve the functionality of widgets, and improve tagging and routing of questions to experts)
• Improve content sharing and delivery to partner institutions and Communities of Interest
• Optimize key web sites and applications for mobile devices
• Redesign eXtension.org to improve organization of content and integration with social media applications
• Increase the number of online courses offering in-depth learning and certification

EMPOWERING CES EMPLOYEES
• Expand the Be Grow Create program through increased use of Ask an Expert, greater participation in Communities of Practice and training programs, a greater role for Institutional Teams, increased use of eXtension resources by Extension faculty, and communicating an expectation that local employees engage with online audiences
• Plan the 2011 National eXtension Conference
• Create a curriculum to showcase CoP success stories
• Identify an Ask An Expert question wrangler from every state
• Publish a program directory informing the system of key eXtension resources, CoP sponsored programs

TRANSPARENCY AND ACCOUNTABILITY
• Report eXtension metrics to the Extension system on a regular basis
• Provide technical assistance, training and communications to CoPs on evaluating and reporting the activities, outputs, and outcomes of the information and educational content they post to the public website
• Promote the scholarship of eXtension
• Develop a reporting mechanism for collecting eXtension process and impact data
• Report how eXtension is enhancing and impacting (transforming) Extension

CONTENT DEVELOPMENT AND SUPPORT
• Continue to look for and research a content management system to replace the wiki
• Establish a youth ambassador program to allow youth to contribute to Communities of Practice
• Improve the quality of eXtension content and programs (e.g., second generation content development, discoverability)

ADDING AND SUPPORTING EXISTING COMMUNITIES OF PRACTICE
• Develop a Military Families Community of Practice (DoD and NIFA Partnership)
• Hold a national conference for Communities of Practice
• Distribute a call for new Community of Practice applications
• Support faculty groups submitting applications to NIFA competitive grant programs to establish or enhance a Community of Practice
• Support the development of new professional development Communities of Practice
• Identify and support at least 10 new Communities of Practice (totaling more than 60 by NEDA 2011)
• Publicly launch at least 10 new Communities of Practice (totaling more than 40 by NEDA 2011)

INCREASING FUNDING AND PARTNERSHIPS
• Increase private support to complement the investments by Cooperative Extension and the federal partner
• Increase federal funding (e.g., an associated increase to Smith Lever), NIFA competitive grant programs and partnerships with other federal agencies
• Seek partnerships and pilot international programming
• Military Families Partnership