



Issues • Innovation • Impact

A Part of the Cooperative Extension System

March 2019 Update

eXtension Board of Directors

- Barbara Petty, Chair - University of Idaho, Western Region
- Ken LaValley, Vice Chair/Secretary - University of New Hampshire, Northeast Region
- Courtney Owens, Treasurer - Kentucky State University, 1890 Region
- Gary Jackson - Mississippi State University, Southern Region
- Jason Henderson - Purdue University, North Central Region
- Jane Clary Loveless - USDA NIFA
- Rick Klemme - ECOP

Membership & Funding

- For 2019, eXtension has 53 members:
 - 15 from the 1890 Region
 - 11 from the Western Region
 - 10 from the North Central Region
 - 9 from the Southern Region
 - 9 from the Northeast Region
 - 1 from National 4-H Council
- For every \$1 in membership, eXtension Foundation had an additional \$2.30 in funding from USDA-NIFA and EPA.
 - Of the total 2018 budget, 60% is core operations serving our members and 40% goes to institutions in the form of program funds, funding for fellows and innovation projects, and support for Impact Collaborative activities.

Training Innovation Facilitators around the nation

- Since 2017, the Impact Collaborative has trained 108 Innovation Facilitators representing 50 institutions to help catalyze innovation back in their states and institutions.
- In January 2019, the Impact Collaborative trained 41 new Innovation Facilitators representing 28 members.

- 88% reported they were now prepared to lead a statewide or institution-wide Innovation Skill-Building Experience locally.
- Interviews from this training, and how these Facilitators see the Impact Collaborative Innovation Skill-Building experience as helping with program impact back in their states and institutions can be found [here](#).
- The full results, along with a glance sheet, can be found [here](#).
- In March 2019, the Impact Collaborative trained 18 new Innovation Facilitators representing 14 members.

Helping members catalyze innovation across their states and institutions

- As part of the eXtension membership benefit, eXtension can bring the Impact Collaborative to your state or institution to facilitate an event focused on building skills in innovation. This event is designed alongside members' leadership teams and contextualized specifically to help reach their goals. Recently, the Impact Collaborative has led events at UCANR and UGA and continues to work alongside these members project and program teams as they move towards implementation. To learn more about State and Institutional events, click [here](#).
 - The Impact Collaborative traveled to the University of California Division of Agriculture & Natural Resources to provide a customized Innovation Skill-Building Experience:
 - 96% stated that they can apply the Innovation Kit to a “real world” idea that creates local impact.
 - 94% reported that the Impact Collaborative Innovation Kit materials (content, structure and format) are conducive to their ongoing planning and development.
 - 97% agree or strongly agree that they can use the Impact Collaborative design-thinking process from the Innovation Kit for their projects or programs.
 - A glance sheet of the results can be found [here](#).
- Another Innovation Skill-Building experience was provided at the University of Georgia Cooperative Extension. Some key results were:
 - Participants will learn the Impact Collaborative Innovation Kit process applied to their new/existing statewide team's project/program idea(s).
 - 91% of survey respondents were satisfied with the Innovation Skill Building Experience.
 - Team members will have new tools to use in their work to promote innovative and creative thinking.
 - 90% of respondents indicated they could apply the IC Innovation Kit process to their work.
 - Participants will become innovation leaders for UGA.
 - 62% would recommend the Innovation Skill Building Experience to others.

- 53% would like to attend future Impact Collaborative events when available.
 - A glance sheet of the results can be found [here](#).
 - Impact Collaborative Scheduled Institutional Events: University of Idaho, March 2019; Oregon State University, September 2019. In the works are Montana State University, University of Delaware/University of Maryland, Oregon State University, Utah State University, University of Nevada - Reno, Rutgers University, University of Hawaii at Manoa, and North Dakota State University. See the schedule of openings [here](#).

The Impact Collaborative Summit

- The Impact Collaborative Summit offers unique opportunities to create impactful results at the local level. The first Impact Collaborative Summit was in October of 2018. A glance sheet and the results can be found [here](#).
 - In attendance: 32 teams representing 40 institutions, 9 external partner organizations, and 45 Impact Collaborative Key Informants.
 - 96% of reporting teams indicated that the Summit enabled them to strengthen their project/program planning.
 - 84% reported gaining or improving upon new competencies.
 - 11 winning teams from the Summit Pitchfest continue to receive project coaching from eXtension.
- The Spring 2019 Impact Collaborative Summit will be held in Atlanta, GA from April 30th to May 2nd. This Summit has been designed to catalyze project and program teams in the various stages of their planning and implementation process. This includes individualized support to help propel teams through its journey towards launching its project or program.
 - Each member receives 5 free registrations to send a project or program team to the Summit. Directors & Administrators have been contacted. The registration deadline is April 7th, 2019. Learn more about the Summit, and how it is different from the previous Summit, [here](#).
 - 6 PitchFest winners representing 6 institutions from the 2018 Summit are receiving an all-expenses paid trip to the April 2019 Summit.
 - 7 Pitchfest winners representing 12 institutions from the 2018 Summit are receiving free registrations to the April 2019 Summit.
- The third national Impact Collaborative Summit will be in October, 2019, in Atlanta, GA. In 2020, the Impact Collaborative Summits will be in the western region.

National Collaborations

- A joint effort between the Joint Council of Extension Professionals (JCEP), the Extension Committee on Organization & Policy (ECOP), and eXtension is underway to create a credential for Extension professionals in the core skills of Extension professionals.

- eXtension launched a new Fellowship to provide a landscape summary of potential solutions for Extension’s use of Customer Relationship Management. Stephen Judd at New Hampshire is serving as the funded eXtension Fellow. He provided an [initial webinar](#) in February 2019 to 130 Extension professionals exploring the What and Why of Customer Relationship Management.
- eXtension has named Lindsey Lunsford from Tuskegee University as the 2019 Impact Collaborative’s DEI Fellow. She will create a pathway for new work in DEI for Cooperative Extension to be developed, disseminated and used across the Cooperative Extension System. Continuing the work of eXtension’s 2018 DEI Fellow, Dr. Shatomi Luster-Edward, the focus of Ms. Lunsford’s fellowship is to develop a second version of the DEI eFieldbook to be published with eXtension for the October 2019 Impact Collaborative Summit.
- Additional Fellows planned for 2019 will be appointed by NUEL, NACDEP, NAEPSDP, and ACE.
- Working with 1890 Institutions, both members and non-members, to help solve problems facing the 1890 community.
 - In partnership with Fort Valley State University, eXtension is supporting the 1890 Extension Leadership Academy by providing professional development focused on innovation.
 - *November 2018:* 45 leaders from the 1890 region joined the Impact Collaborative in Atlanta, GA for an Innovation Skill-Building Experience. 12 project teams were formed during this event to address important issues facing the 1890 community.
 - *April 2019:* All 45 members across 12 teams are receiving free registrations to the Impact Collaborative Summit to collaborate with us on unique opportunities to create impactful results at the local level.
 - 100% of responding participants indicated that the Innovation Skill-Building Experience was conducive to their ongoing planning and development.
 - 100% of participants agreed that they can apply the Impact Collaborative Innovation Kit to a “real-world” idea that creates local impact.
 - Interviews with participants can be found [here](#).
- On September 4, 2019, eXtension Foundation announced the second year of funding from EPA cooperative agreement, to establish and administer a national sub-award program in support of pesticide applicator education, and training for certified applicators of restricted use pesticides.
 - Approximately 90% (51/57) of all eligible PSEPs submitted applications by the December 1, 2018 deadline. This is an increase of almost 7% over the applications received for the 2018 funding opportunity. Out of the applications received, 50 were funded. This is an increase of four applications over last year.

New Technology

- **eXtension’s website has been redesigned to better reflect our mission and vision.**

- The new design provides an enhanced user experience that better allows Extension professionals to understand how eXtension is working for them, the value of their membership, and the ability to obtain information quickly about how to get involved with the Impact Collaborative. Visit us online at eXtension.org.
- **Connecting with project & program teams, Innovation Facilitators, Key Informants, & Partners between events through *Engage & Empower Online (EEO)***
 - [Engage & Empower Online](#) is a resource designed to collectively drive innovation and action towards meaningful impacts.
 - Between events, the Impact Collaborative will be able to continue working with project and program teams through the EEO to ensure they are receiving individualized support, get connected with resources that will help continue to propel their projects and programs towards implementation, and provide unique professional development opportunities designed specifically to help them co-create new innovations.
- **Making our Innovation Skill-Building Experience more accessible to our members**
 - An online version of our Innovation Skill-Building Experience will be launched in April, 2019.
 - Member project and program teams will be able to utilize this resource, with or without assistance from locally trained Innovation Facilitators, to collaborate through our process at their own pace, generate new ideas, and discover new innovations to move their projects & programs to the next level.
 - Take a look [here](#).
- **Providing a more marketable platform for National Projects, Multi-State Projects, and Communities of Practice**
 - Through the use of our Wordpress Sites, we are able to offer national & multi-state projects, and Communities of Practice (CoPs) greater flexibility, control, and better marketability of their content.
 - 25 sites have been established and content is being migrated from articles.eXtension.org over to these new pages.
 - The full listing of these sites can be found on eXtension.org under *National Resources - National Projects*