



## Cooperative Extension

Cooperative Extension (CE) is the nation's largest non-formal educational and outreach network. It draws on the expertise of federal, state and local partners and is supported by the partnership between USDA-NIFA and land grant institutions. Started as an initiative to reach rural and agricultural communities, today, extension agents help urban, suburban and rural communities. CE programs offer practical, research-based education and support to, among other goals, help farmers and ranchers achieve greater success, to assist families with nutrition, health and home economics, and to prepare youth to become tomorrow's leaders. CE is the link between research and communities, and aims to improve lives, communities, the economy and the environment.

### CE Program Examples:

- Agriculture
- Plants & Pests; Master Gardeners
- Master Watershed Stewards
- 4-H – includes clubs, camps, and after-school programs in agriculture, STEM, health and civic engagement; all programs include mentoring and career-readiness as core elements!
- Family & Consumer Sciences
- Community Business Development
- Food, Nutrition, Health, Dental Hygiene
- Natural Resources
- Tribal Extension

### Program Objectives

The fundamental objective of all extension work is the development of people and their communities. Extension programs/projects must be 1.) educational in nature and 2.) measurable via evaluation.

### **Examples of changes in behavior resulting from education:**

- Improvement in skills
- Better understanding of a concept
- Increased ability to solve problems
- Change in attitude
- Appreciation of new/different things
- Shifting of values
- Change of interest
- Adoption of improved practices
- General increase in knowledge
- Most extension objectives have economic or social outcomes resulting from educational/behavioral change

### Definitions

**Program:** a sequence of intentional actions and events organized in a manner that they result in valued outcomes for a clearly defined audience .

**Plan of Work:** an outline of activities to enable efficient execution of the entire program; answers how, when, where, why and by whom the work is to be done; should involve community participants.

**Project:** a planned and implemented activity that related to a particular phase of extension work; usually one part of a program.

**Implementation:** after needs are identified and program priorities established, time to implement the plans with available resources; includes marketing and project deployment, evaluation.



### Teaching and Outreach Methods

\*Examples:

<b><u>Individual Contact</u></b>	<b><u>Group Contact</u></b>	<b><u>Mass Contact</u></b>
<ul style="list-style-type: none"><li>• Farm or home visit</li><li>• Office visit</li><li>• Telephone call</li><li>• Personal correspondence (email, letters, text)</li><li>• Result demonstrations</li></ul>	<ul style="list-style-type: none"><li>• Meetings</li><li>• Method demonstrations</li><li>• Leader trainings</li><li>• Tours and Field Days</li><li>• Organized clubs</li><li>• Camps</li><li>• Community forums</li><li>• Short Courses</li><li>• Special interest meetings</li><li>• Workshops</li><li>• Clinics</li><li>• Teleconferences</li></ul>	<ul style="list-style-type: none"><li>• News stories</li><li>• Radio broadcasts</li><li>• Television appearances</li><li>• Newsletters</li><li>• Publications</li><li>• Interactive conferences</li><li>• Computer-aided instructional learning</li><li>• Satellite programs</li><li>• Telephone messaging system</li><li>• Social Media</li></ul>

\*Studies show increases in behavior change in proportion to increases in number of teaching/outreach methods to which a person is exposed.

Reference: Gutierrez, P., 2019. NMSU Cooperative Extension

More background and specifics about CE

<https://extension.arizona.edu/about>

<https://nmsu.edu/outreach.html>

<https://extension.colostate.edu/>

<https://nifa.usda.gov/cooperative-extension-history>

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